

CUSTOMER SERVICE
COMPETITIVE ANALYSIS

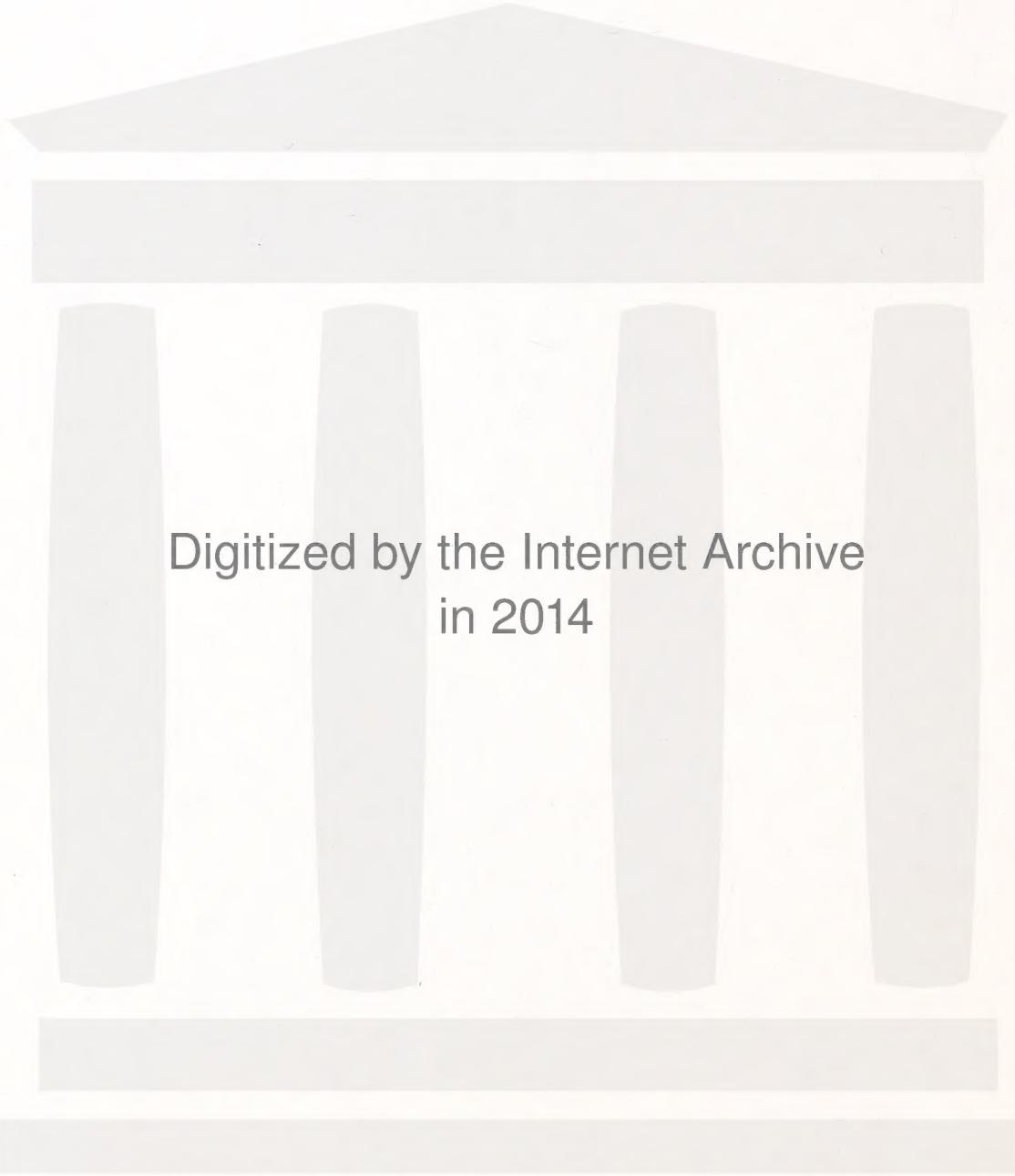
FOR

SMALL SYSTEMS
IN THE
UNITED KINGDOM

BY

INPUT LTD
35 PICCADILLY
LONDON W1V 9PB

APRIL 1984



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I. INTRODUCTION

A. APPROACH

- This report provides users' opinions attitudes and perceptions regarding their customer service maintenance from the following vendors:

- ABS	- ICL
- Burroughs	- MDS
- CTL	- NCR
- Data General	- Olivetti
- Digital Equipment	- Prime
- GEC	- Rediffusion
- Hewlett-Packard	- Sperry
- Honeywell	- Systime
- IBM	- Texas Instruments

- The analysis is for small systems, defined as central systems with an original installed value of £130,000, excluding peripherals and terminals.
- The data is part of INPUT Limited's 1983 User Data Base and contains over 160 user responses in the United Kingdom.

II. ANALYSIS

- Exhibits 1 through to 40 provide average scores from users regarding service topics indicated.

EXHIBIT 1

QUALITY OF SERVICE

Overall Quality of Service
1 = Low 5 = Average 10 = Excellent

- 3 -

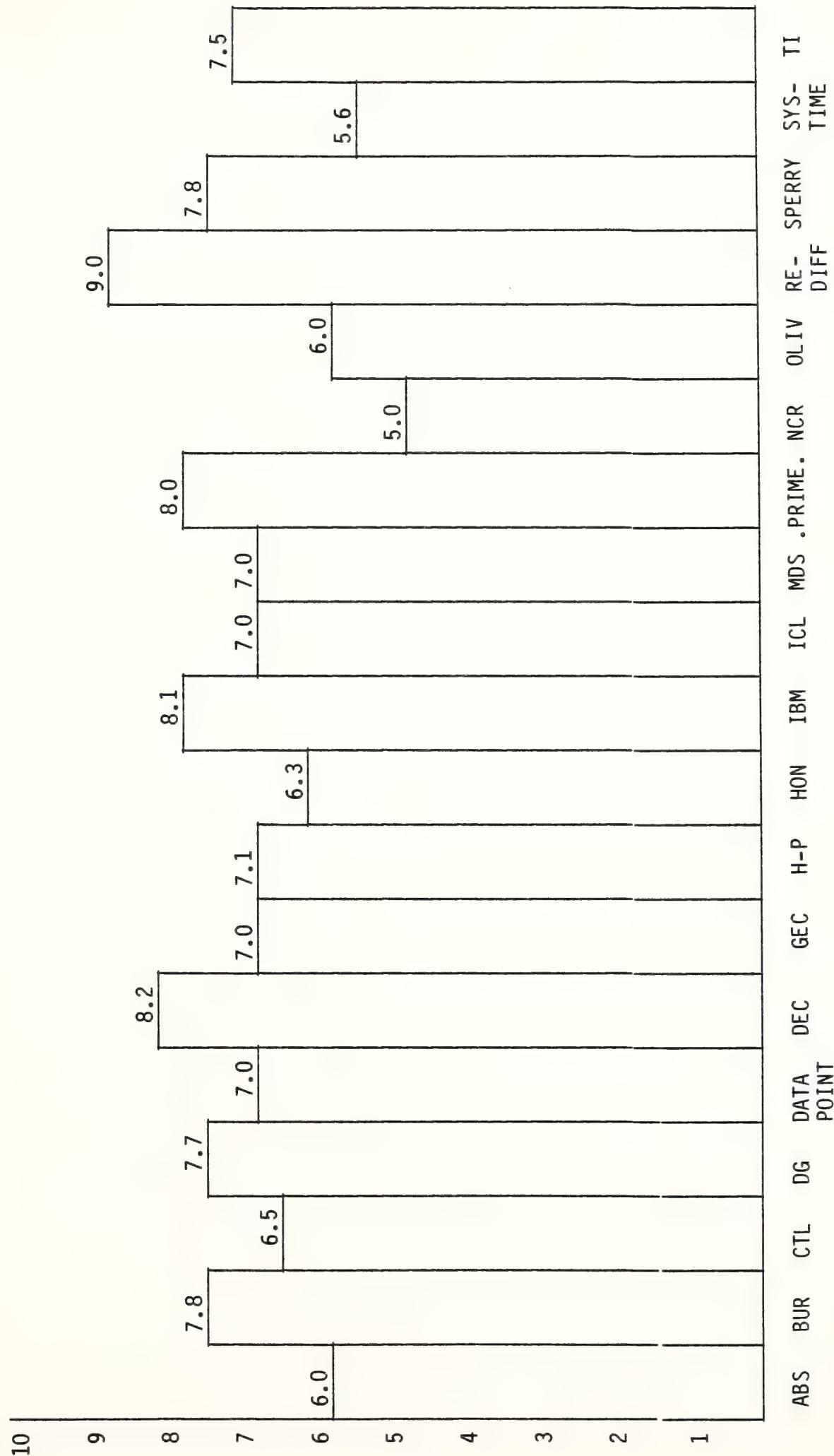


EXHIBIT 2

QUALITY OF SERVICE

Quality of Engineers

1 = Low 5 = Average 10 = Excellent

- 4 -

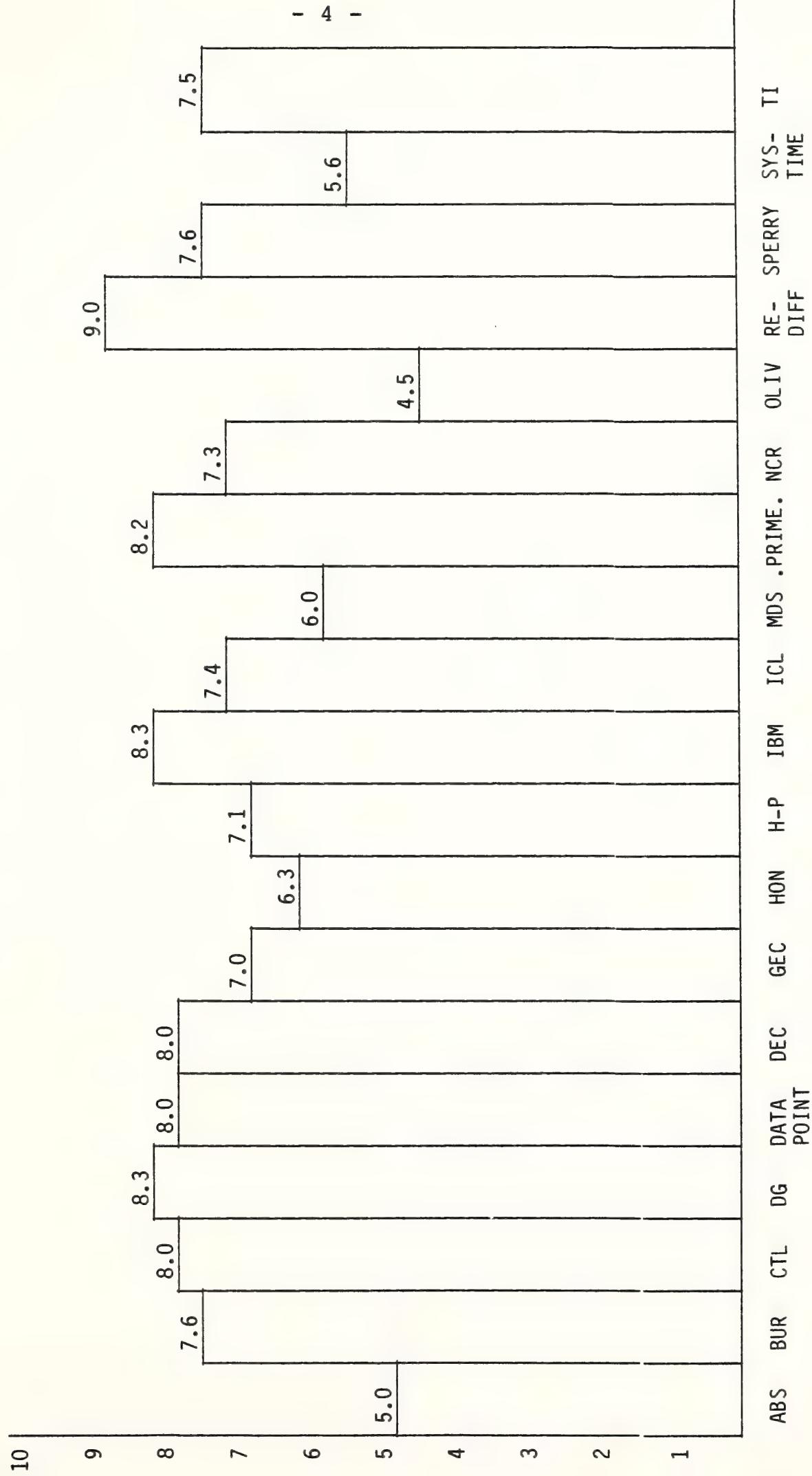


EXHIBIT 3

QUALITY OF SERVICE

Quality of Service Management

1 = Low 5 = Average 10 = Excellent

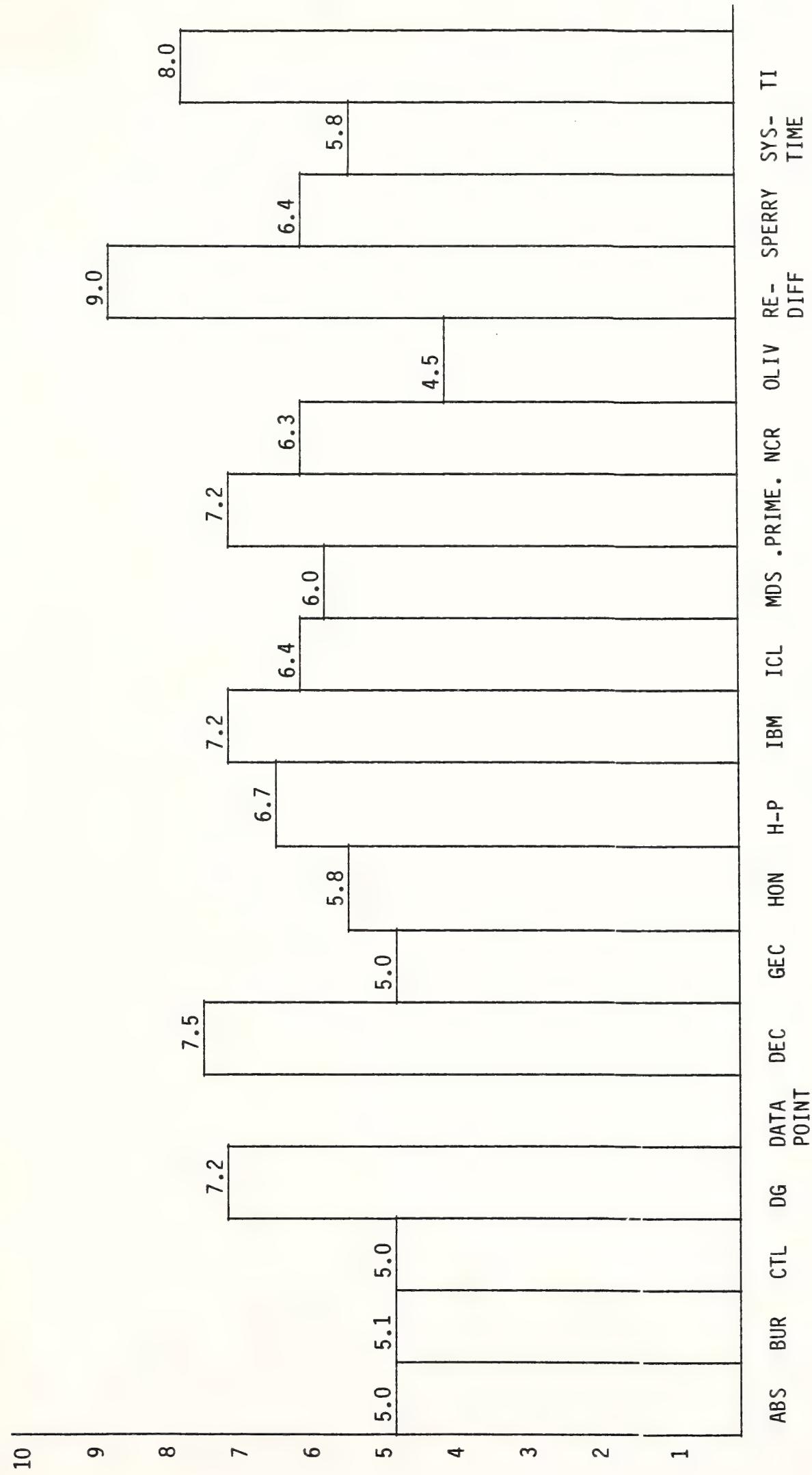


EXHIBIT 4

QUALITY OF SERVICE

Availability of Spare Parts

1 = Low 5 = Average 10 = Excellent

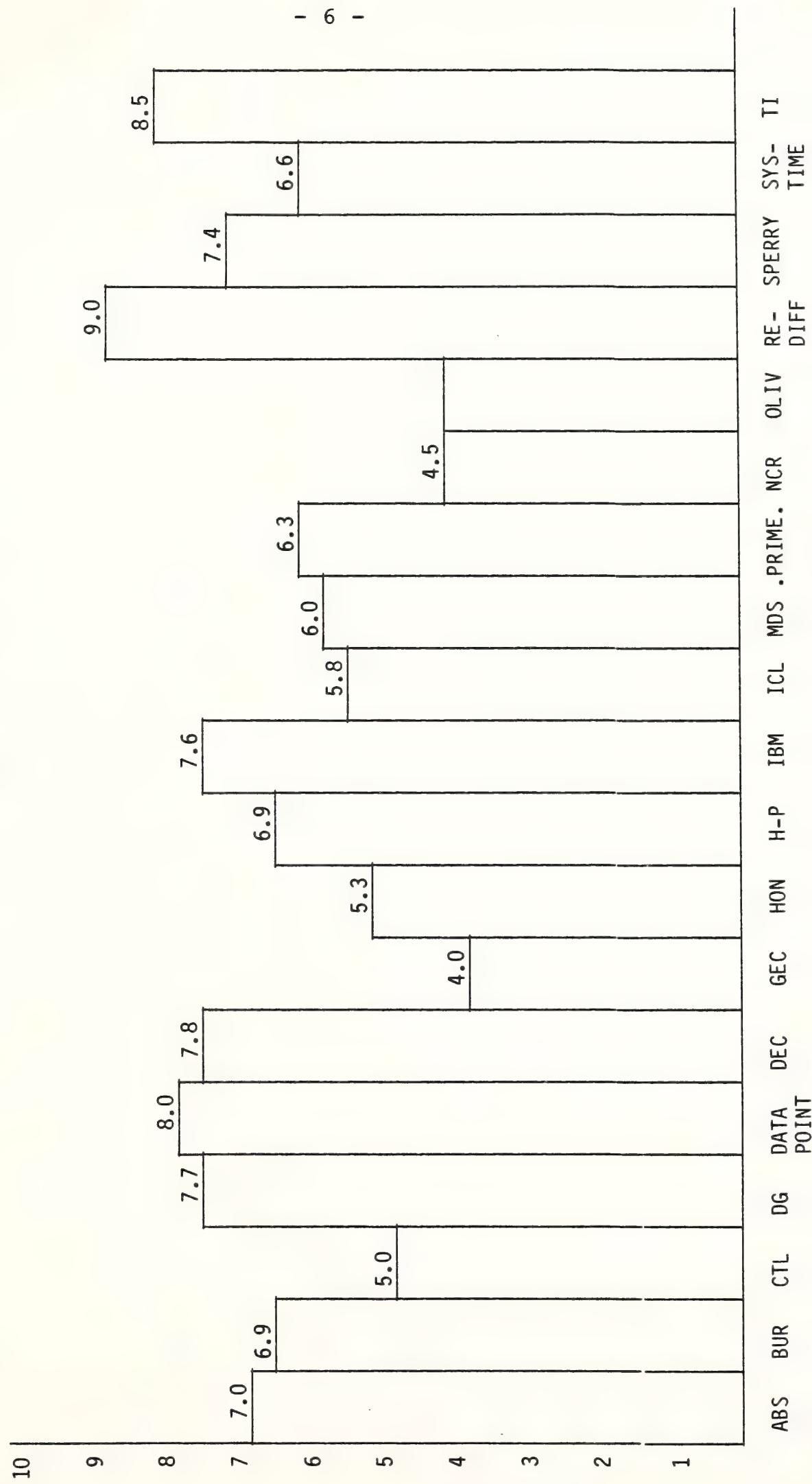


EXHIBIT 5

QUALITY OF SERVICE

Software Support Capability

1 = Low 5 = Average 10 = Excellent

- 7 -

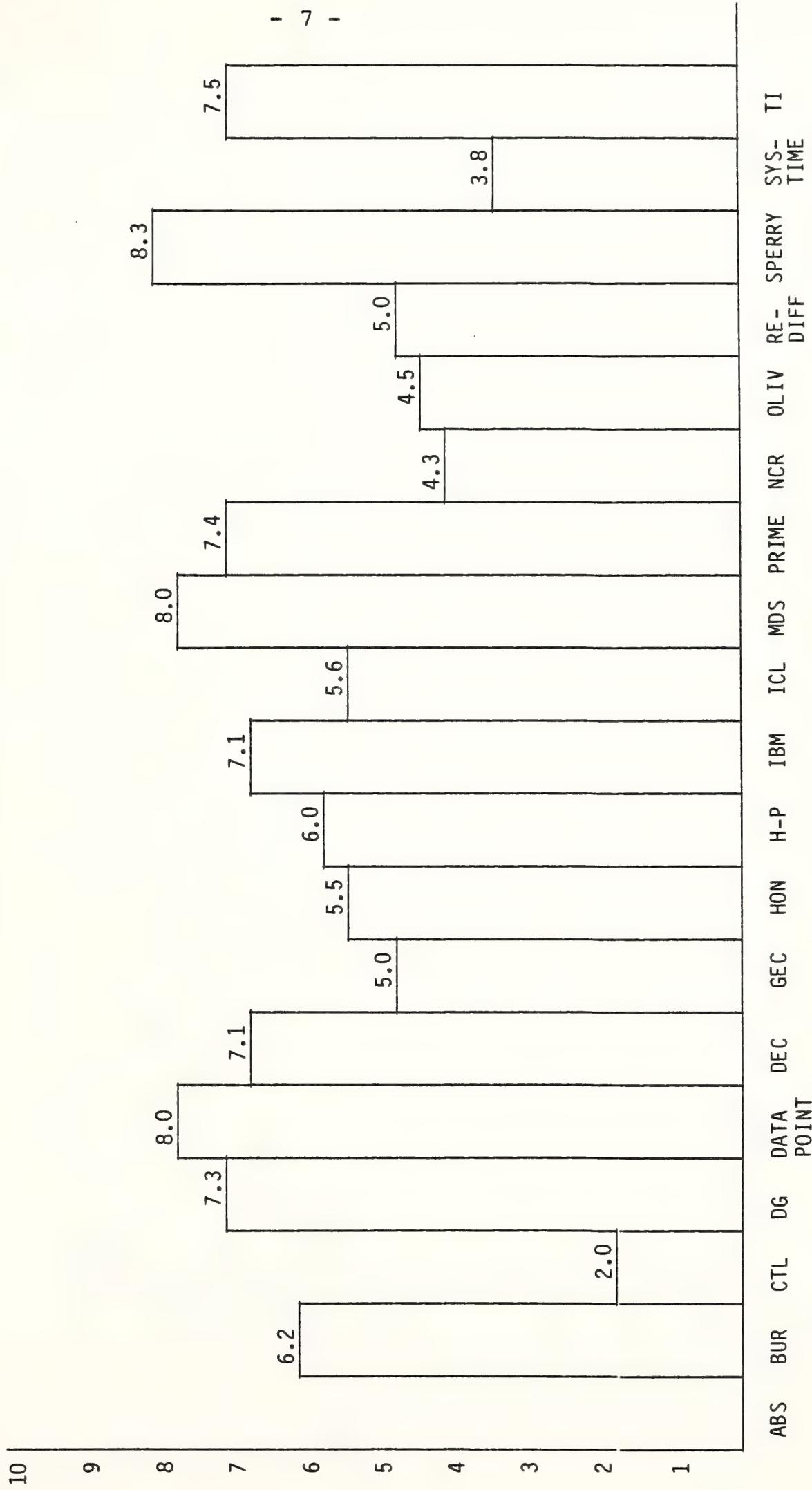


EXHIBIT 6

QUALITY OF SERVICE

Preventive Maintenance Effectiveness

1 = Low 5 = Average 10 = Excellent

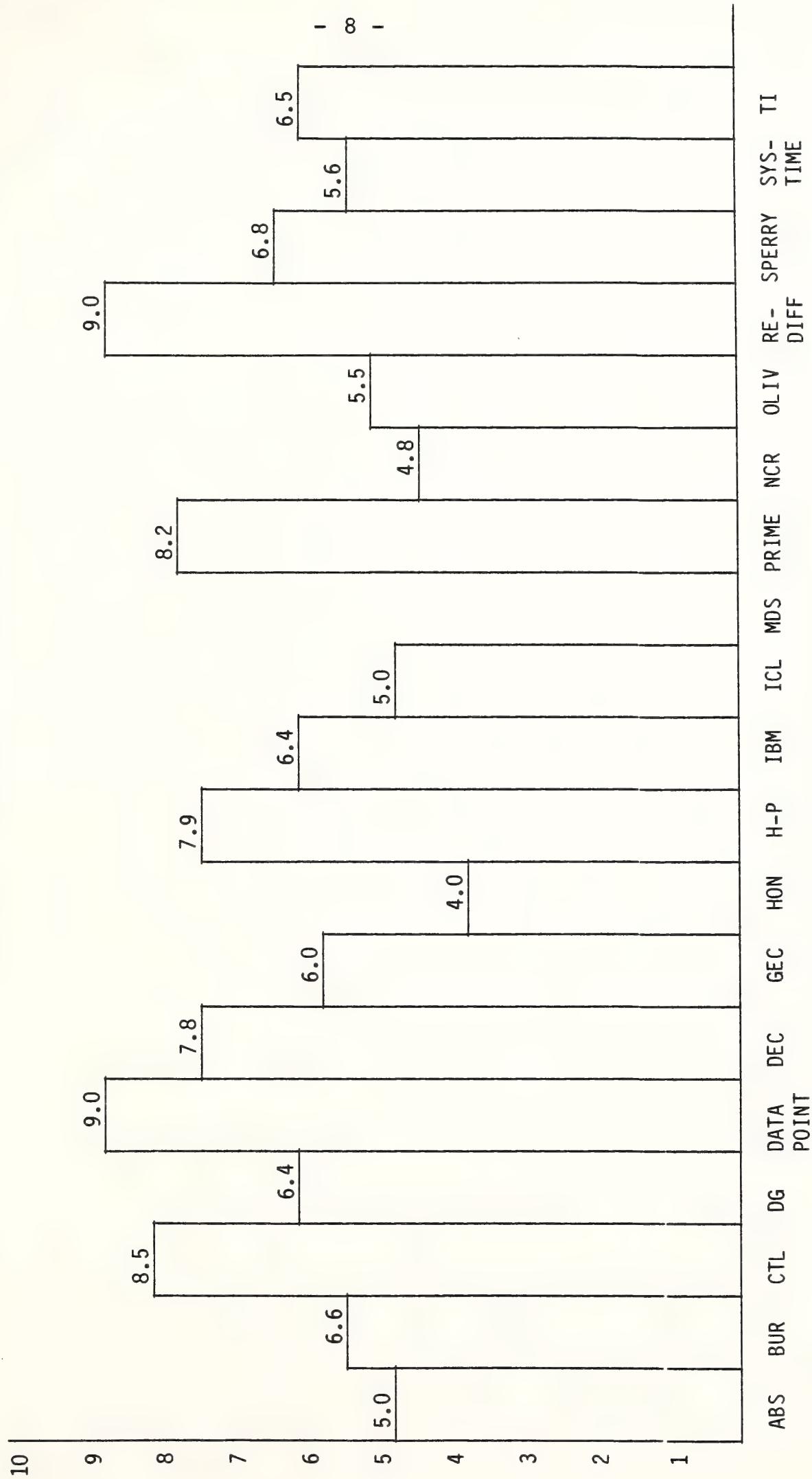


EXHIBIT 7

QUALITY OF SERVICE

Remote Diagnosis

1 = Low 5 = Average 10 = Excellent

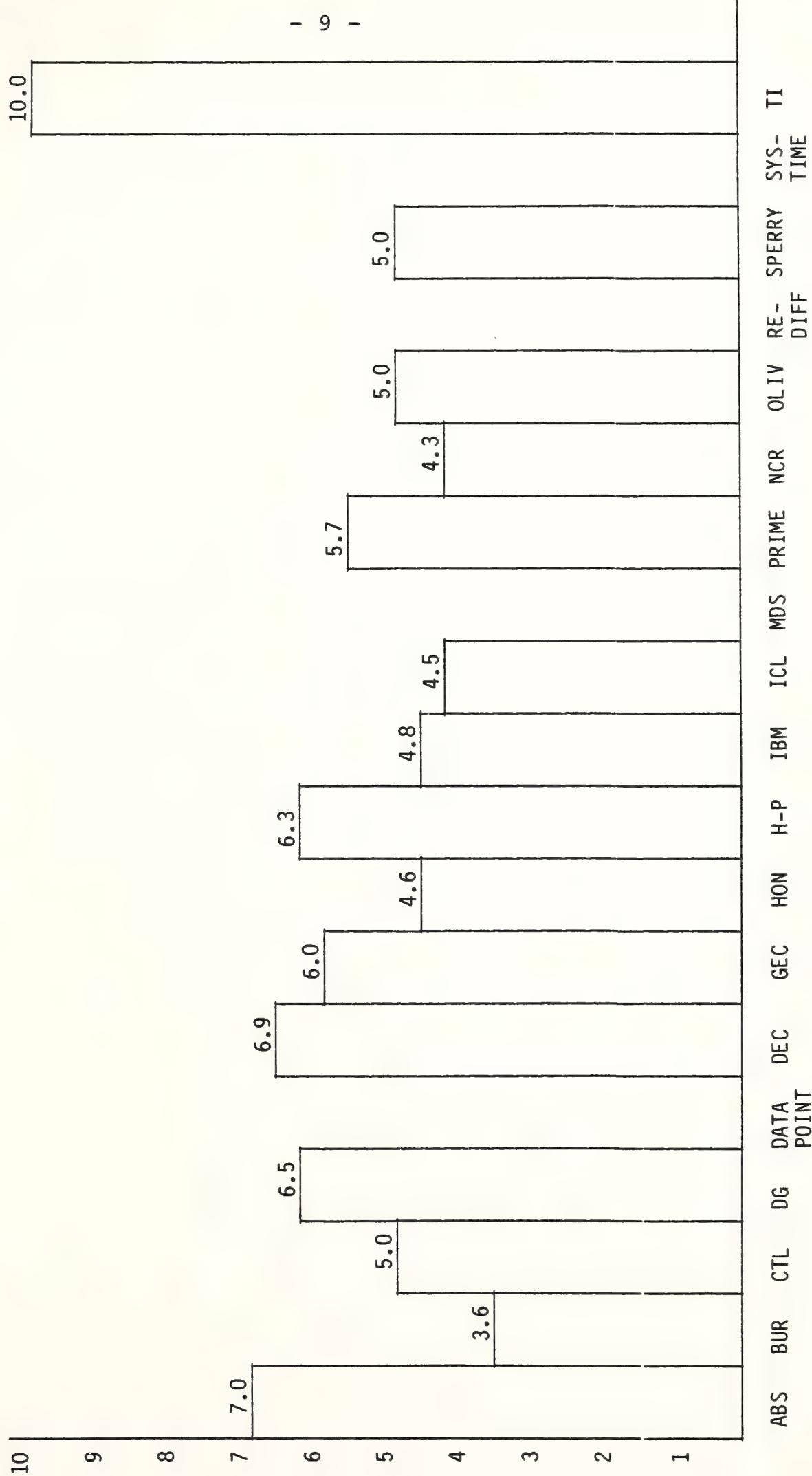


EXHIBIT 8

QUALITY OF SERVICE

Quality of Information & Communication

1 = Low 5 = Average 10 = Excellent

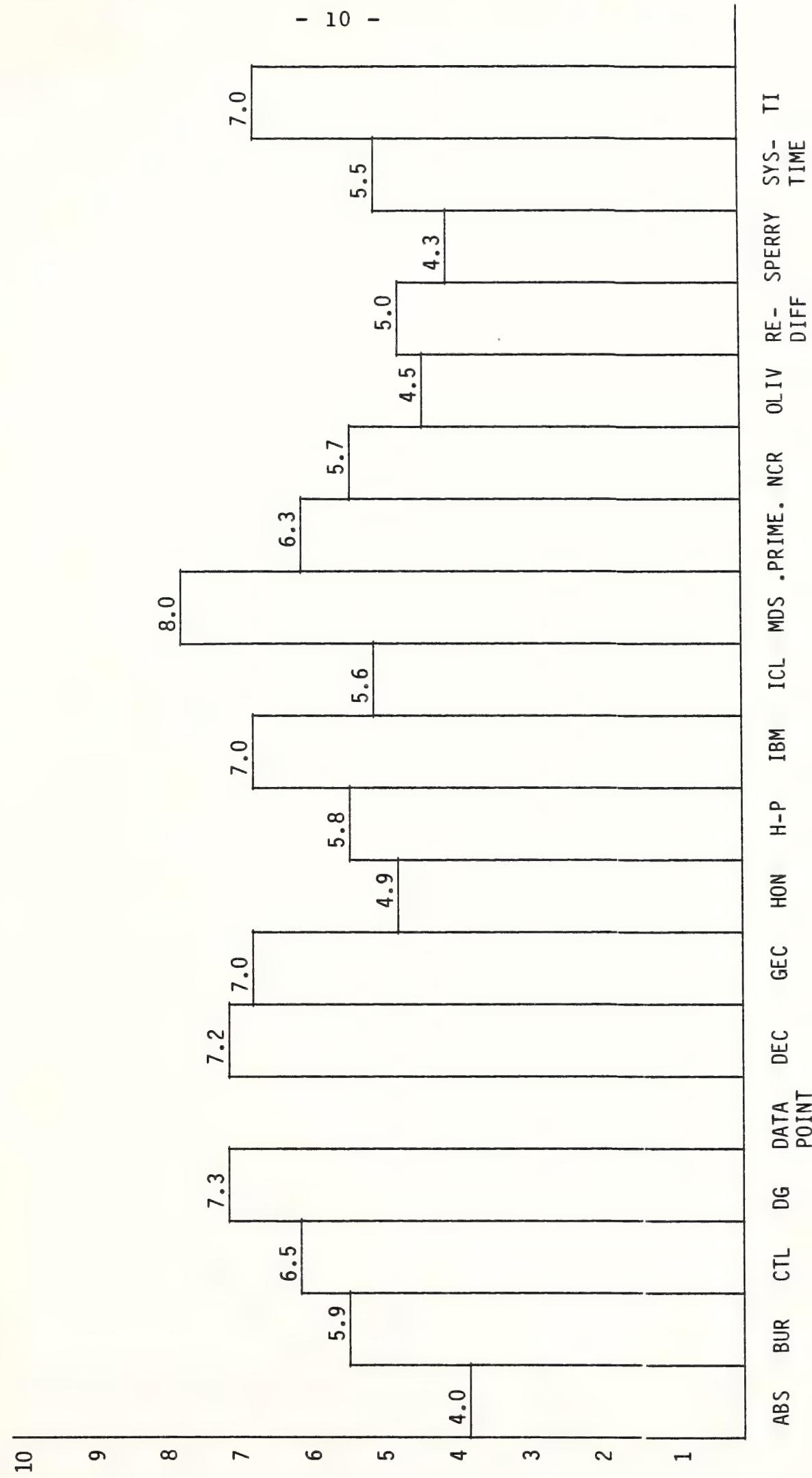


EXHIBIT 9

QUALITY OF SERVICE

Value of Service Compared to Price

1 = Low 5 = Average 10 = Excellent

- 11 -

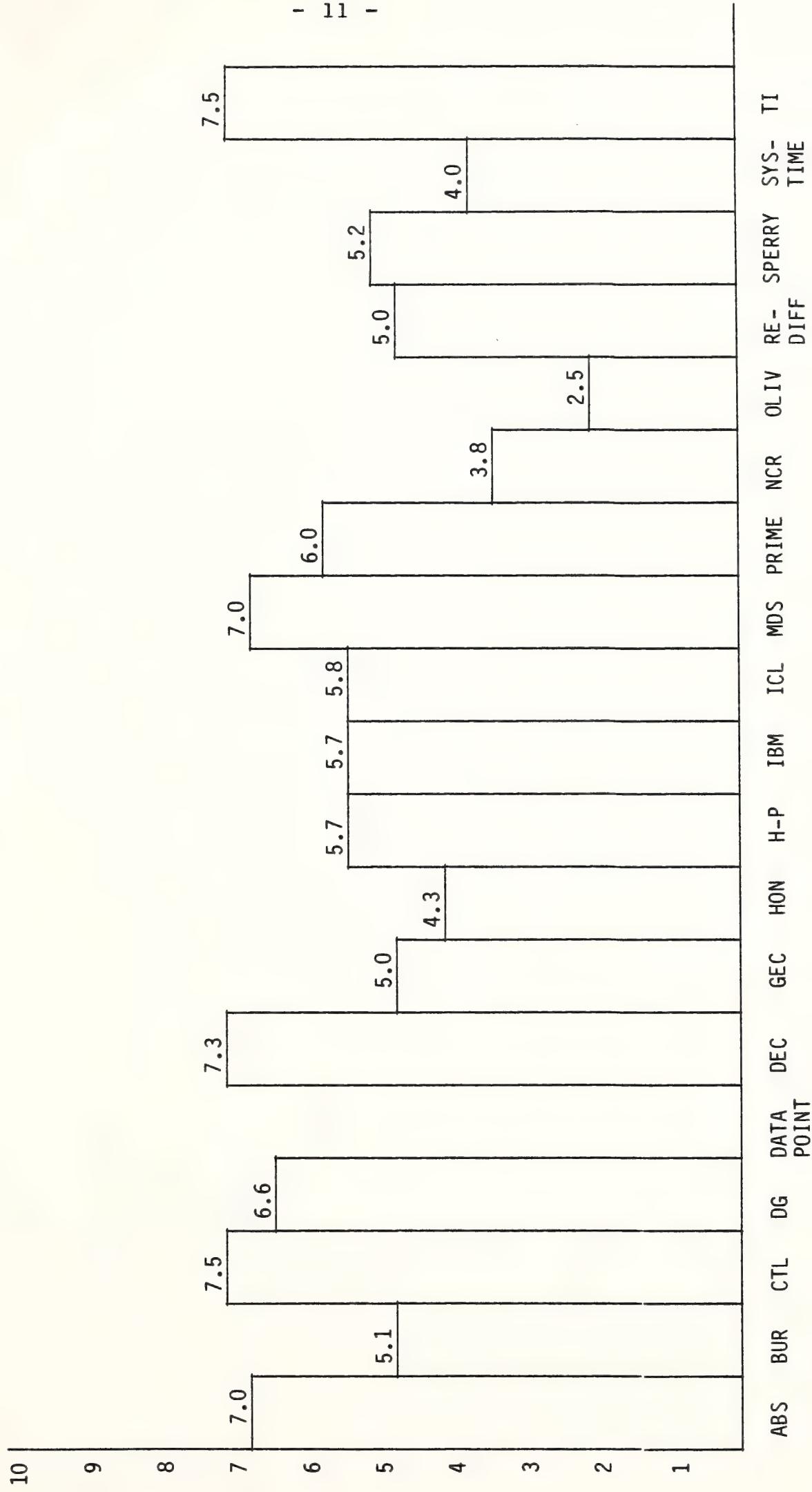


EXHIBIT 10
QUALITY OF SERVICE

Quality of Marketing & Salesmen

1 = Low 5 = Average 10 = Excellent

- 12 -

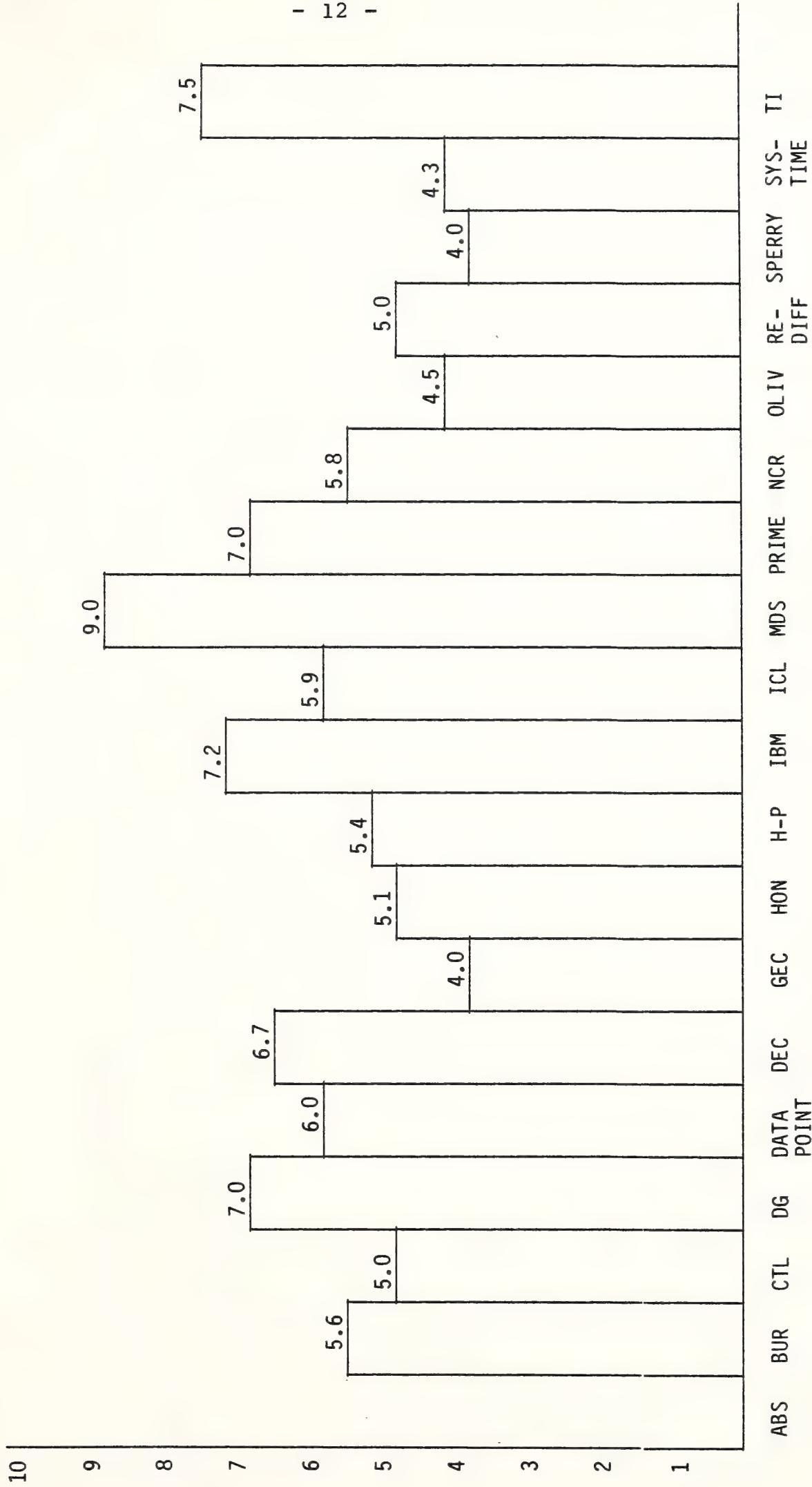


EXHIBIT 11
QUALITY OF SERVICE

Product Reliability

1 = Low 5 = Average 10 = Excellent

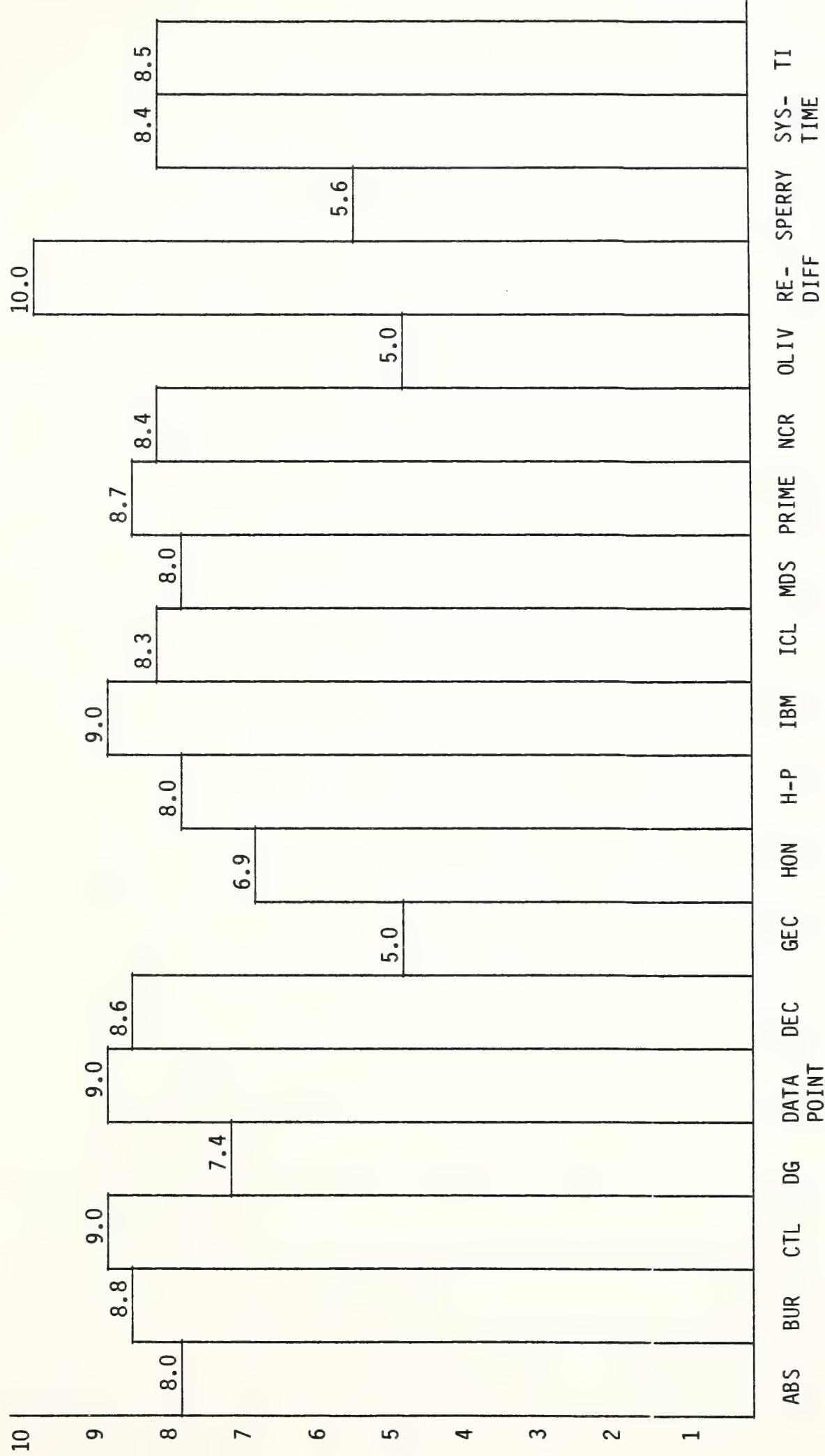


EXHIBIT 12

IMPORTANCE OF SERVICE ISSUES

Systems Availability

1 = Unimportant 5 = Neutral 10 = Very Important

- 14 -

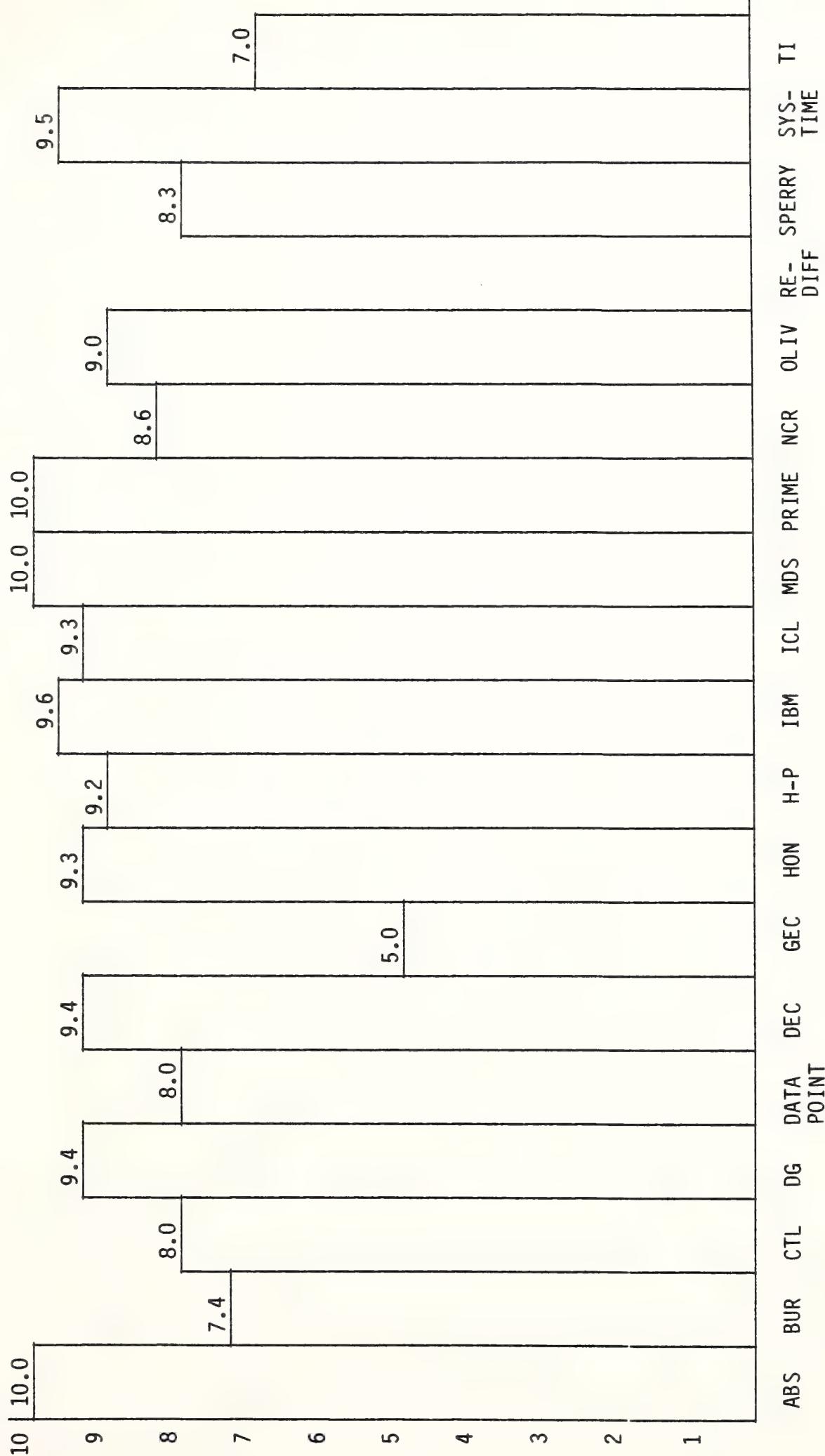


EXHIBIT 13

IMPORTANCE OF SERVICE ISSUES

Response Time

1 = Unimportant 5 = Neutral 10 = Very Important

- 15 -

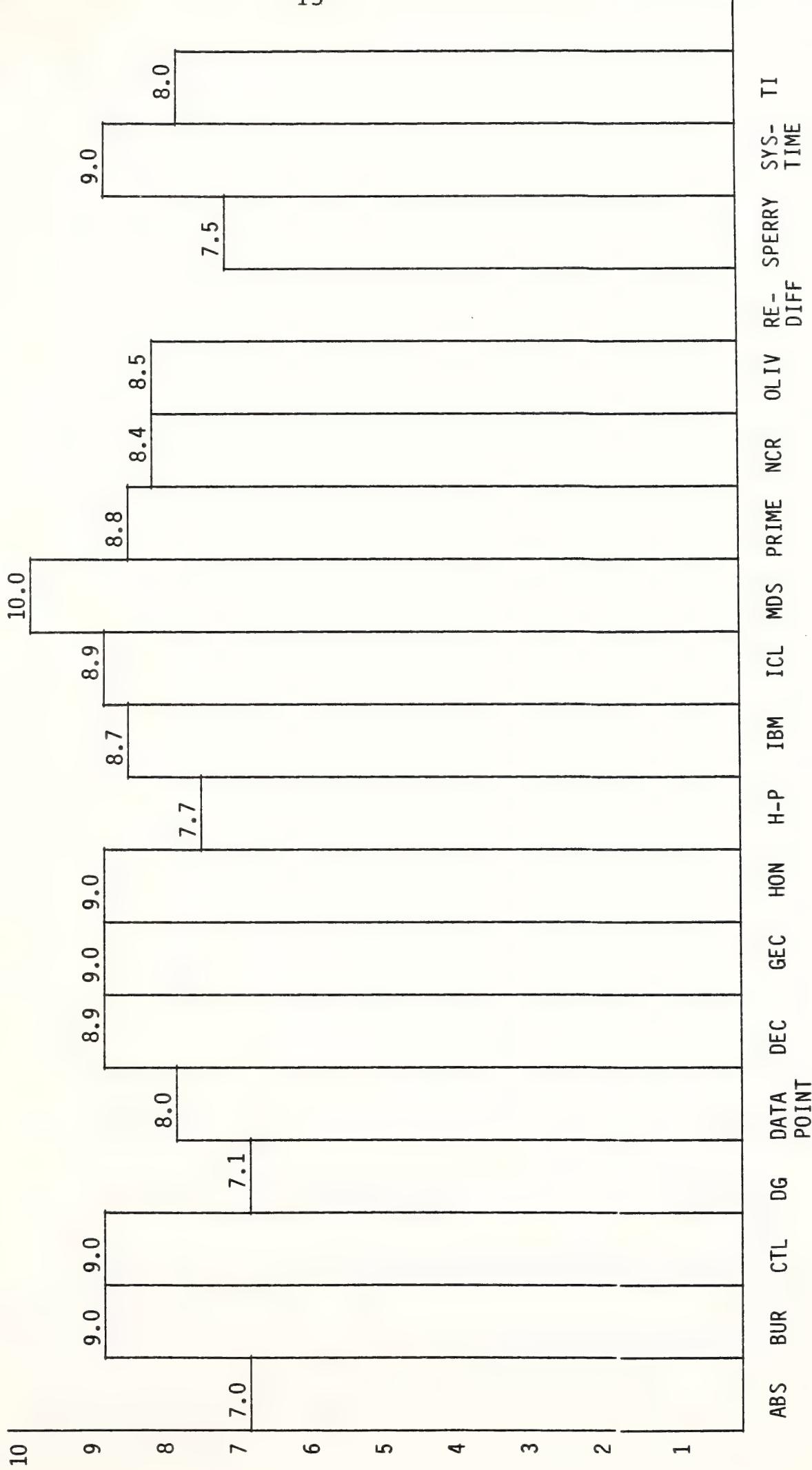
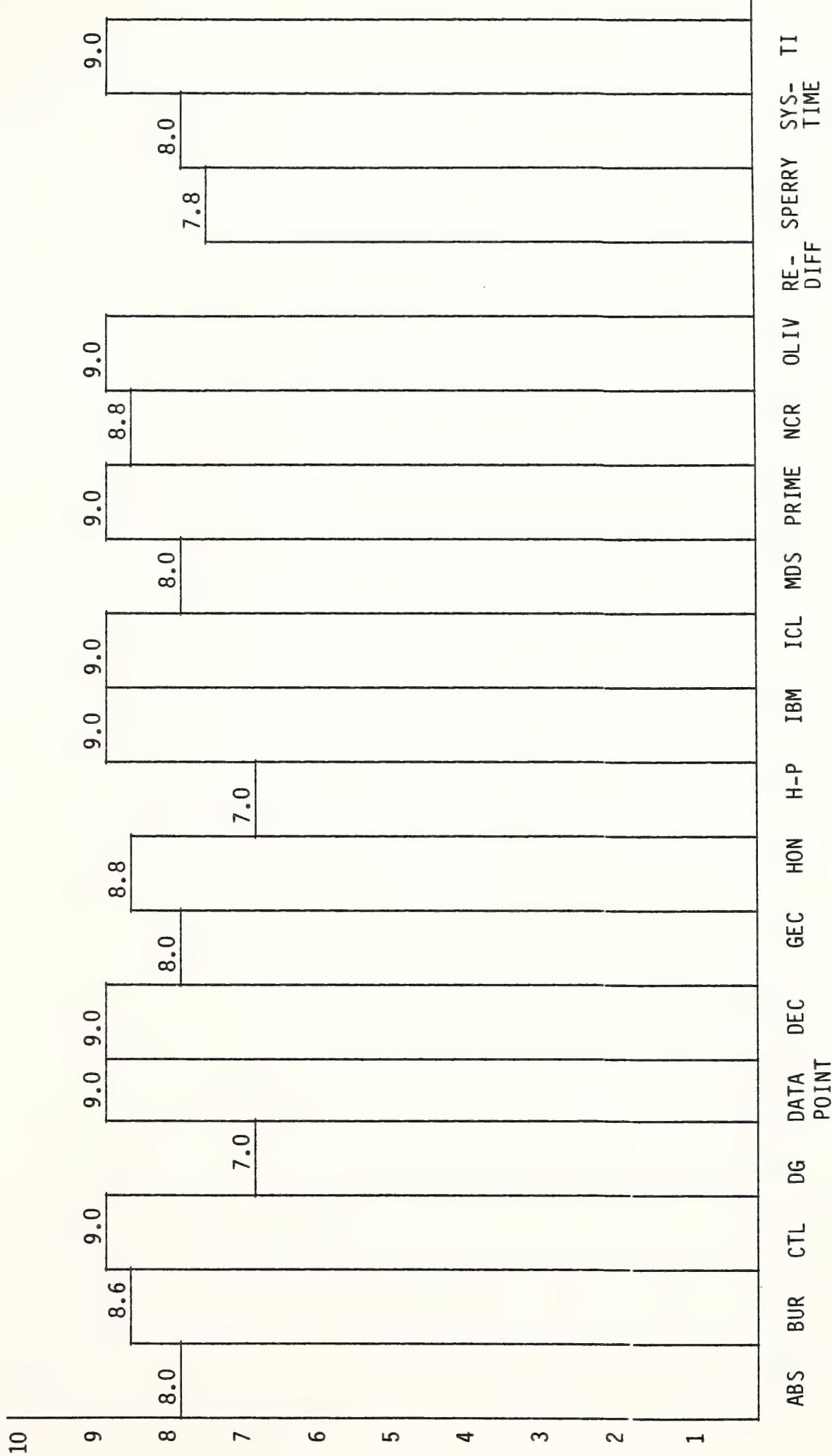


EXHIBIT 14

IMPORTANCE OF SERVICE ISSUES

Repair Time

1 = Unimportant 5 = Neutral 10 = Very Important



IMPORTANCE OF SERVICE ISSUES

Equipment Reliability

1 = Unimportant 5 = Neutral 10 = Very Important

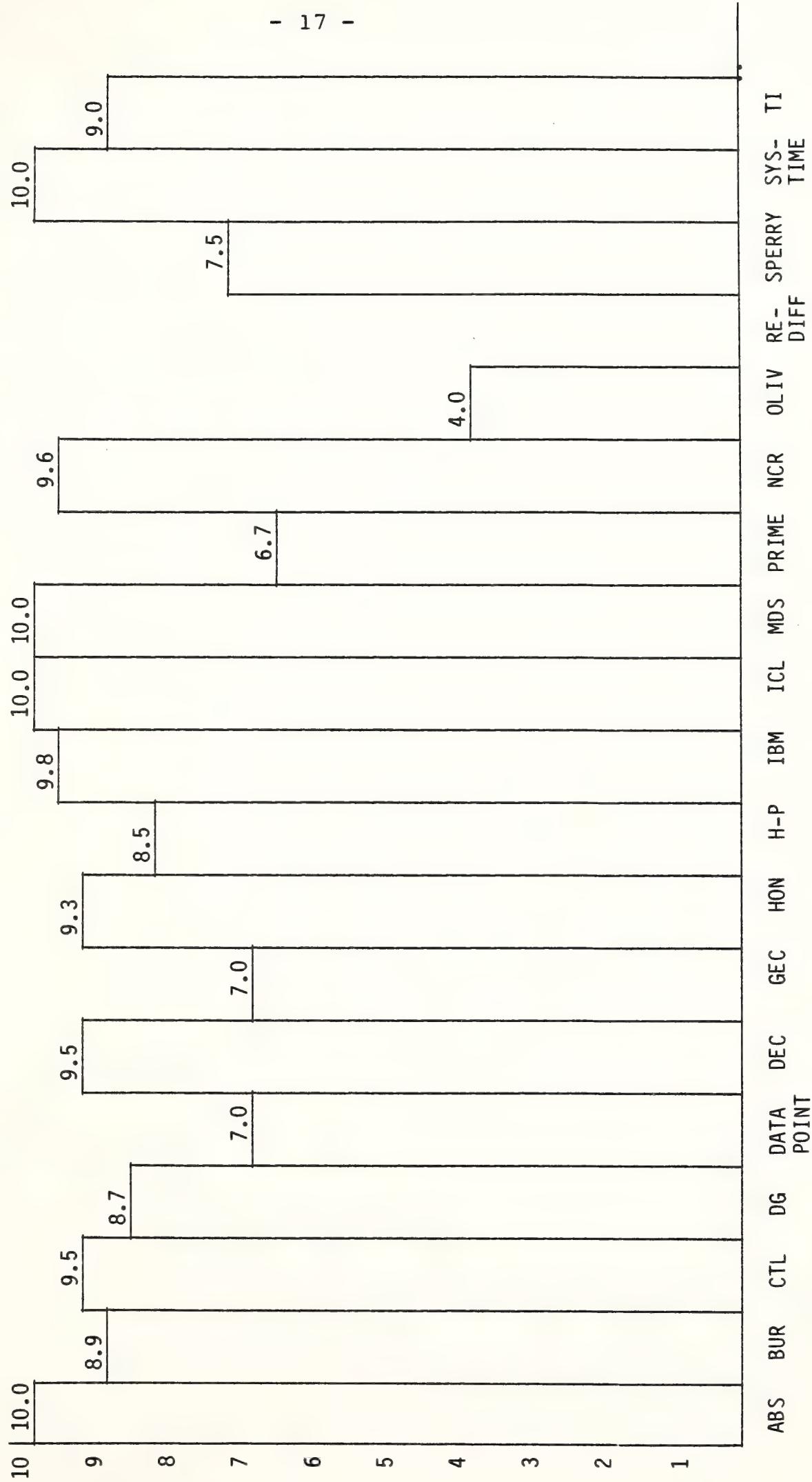


EXHIBIT 16

IMPORTANCE OF SERVICE ISSUES

Software Maintenance

1 = Unimportant 5 = Neutral 10 = Very Important

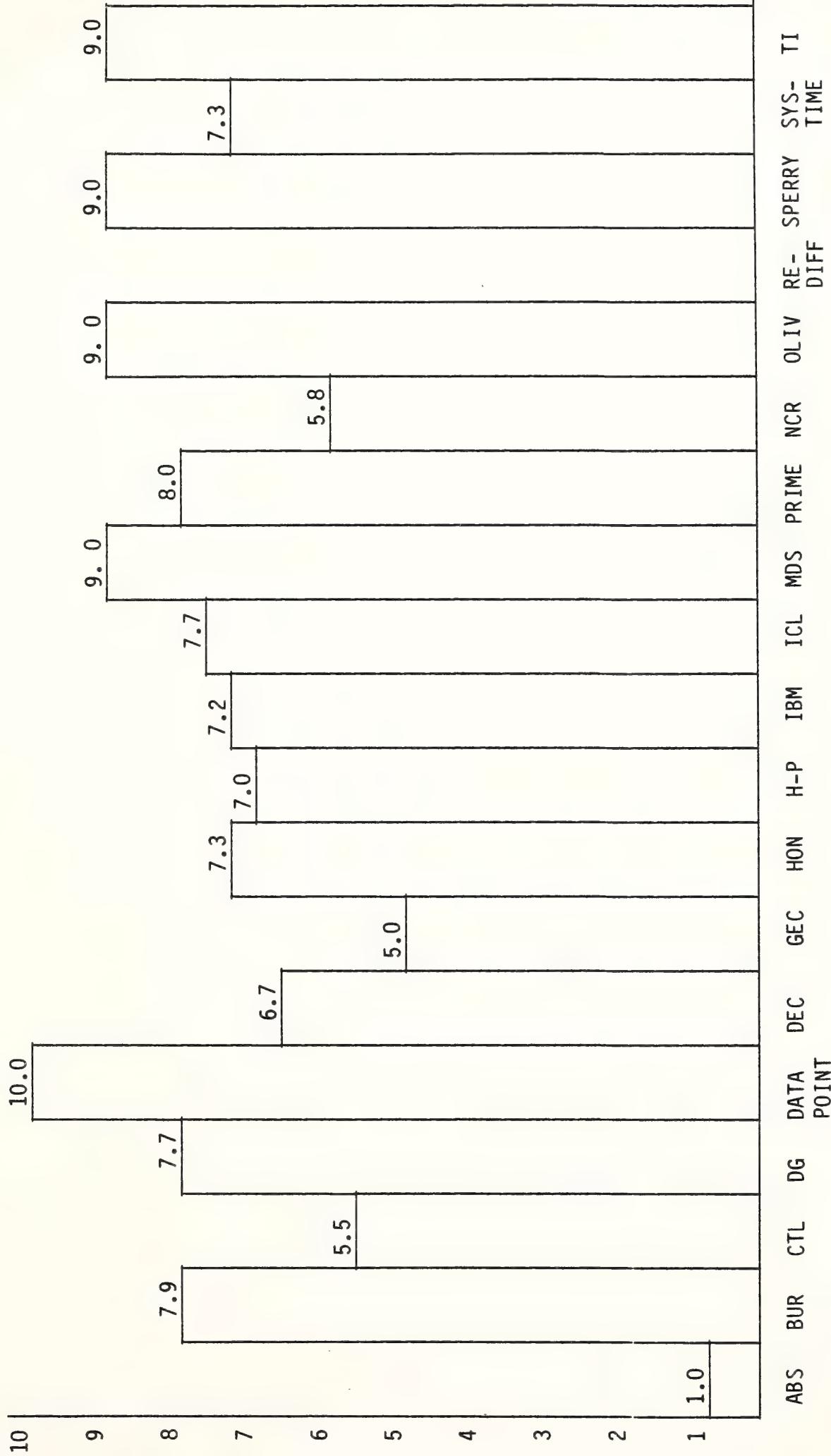


EXHIBIT 17

IMPORTANCE OF SERVICE ISSUES

Price of Maintenance

1 = Unimportant 5 = Neutral 10 = Very Important

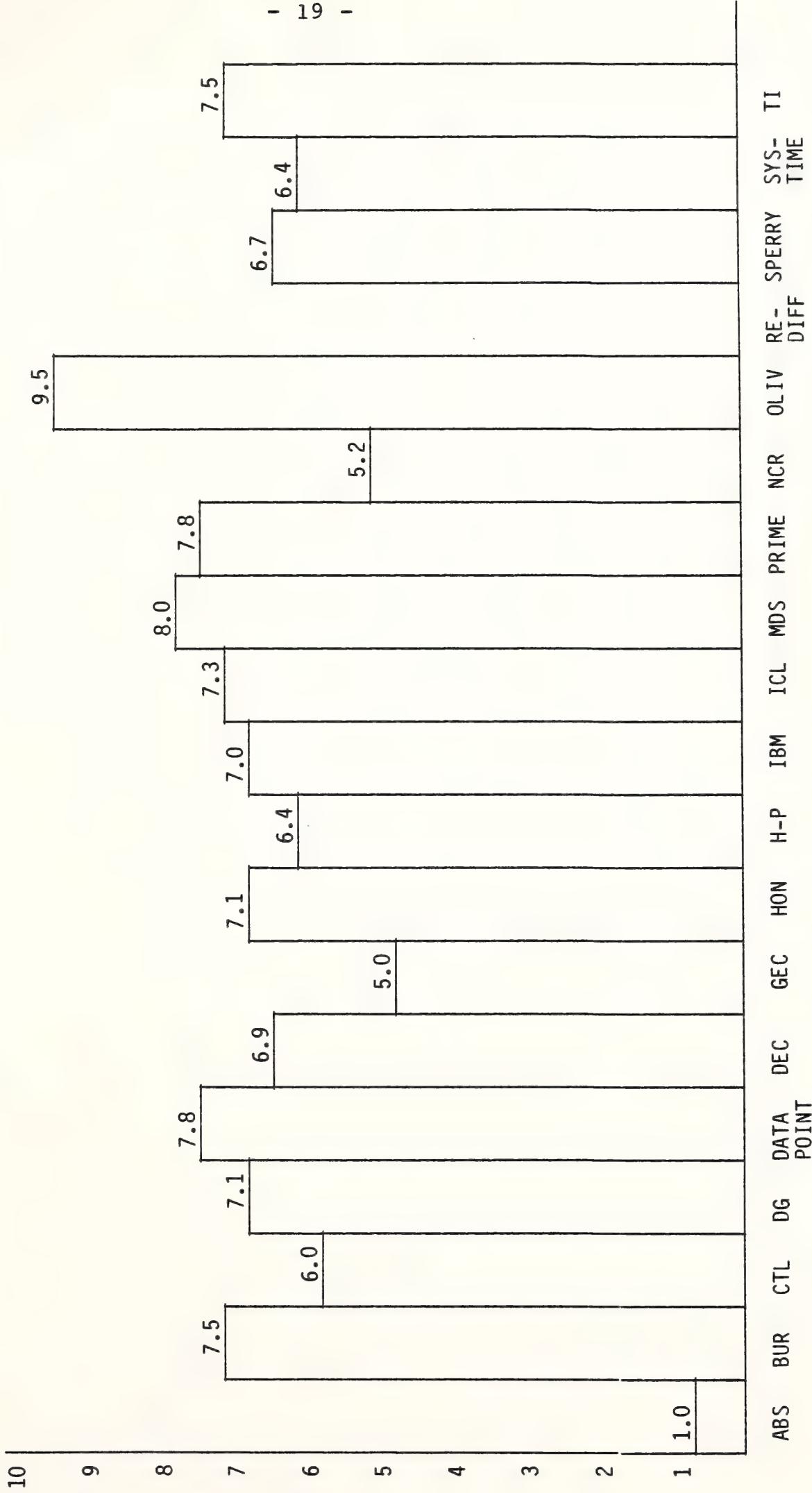


EXHIBIT 18

IMPORTANCE OF SERVICE ISSUES

Preventive Maintenance

1 = Unimportant 5 = Neutral 10 = Very Important

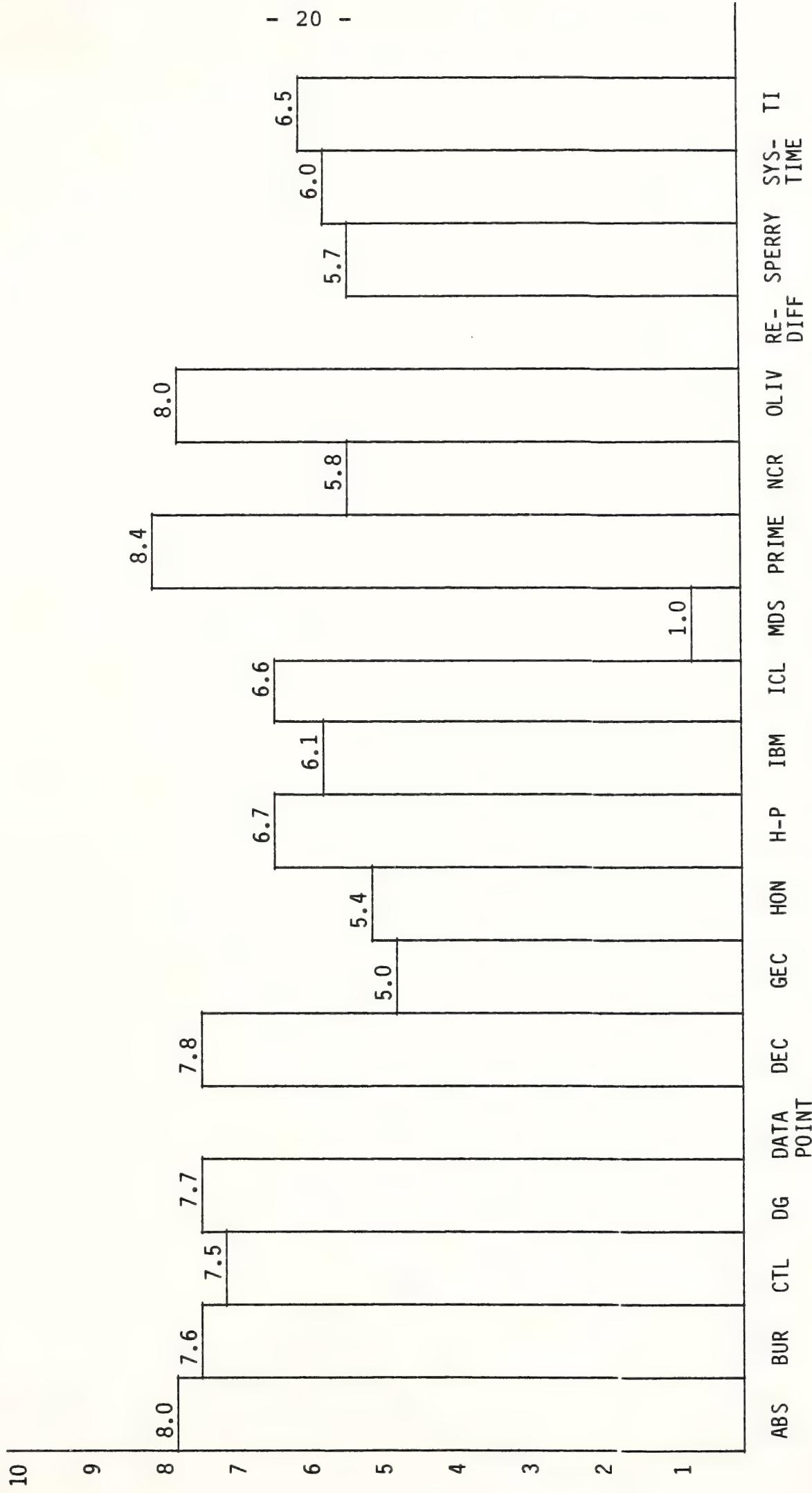


EXHIBIT 19

IMPORTANCE OF SERVICE ISSUES

Having Same Engineer Each Call

1 = Unimportant 5 = Neutral 10 = Very Important

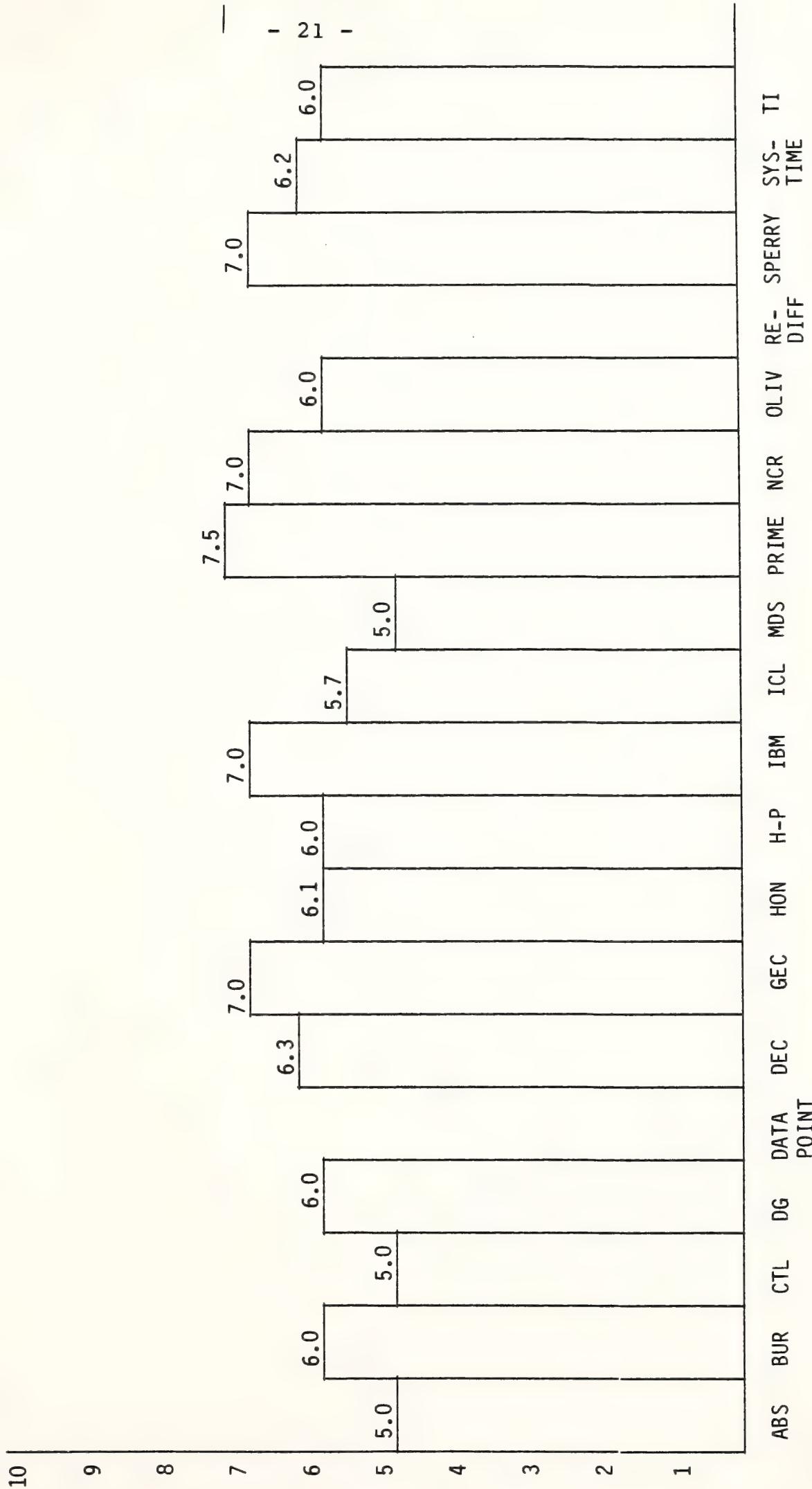


EXHIBIT 20

IMPORTANCE OF SERVICE ISSUES

Remote Diagnosis

1 = Unimportant 5 = Neutral 10 = Very Important

- 22 -

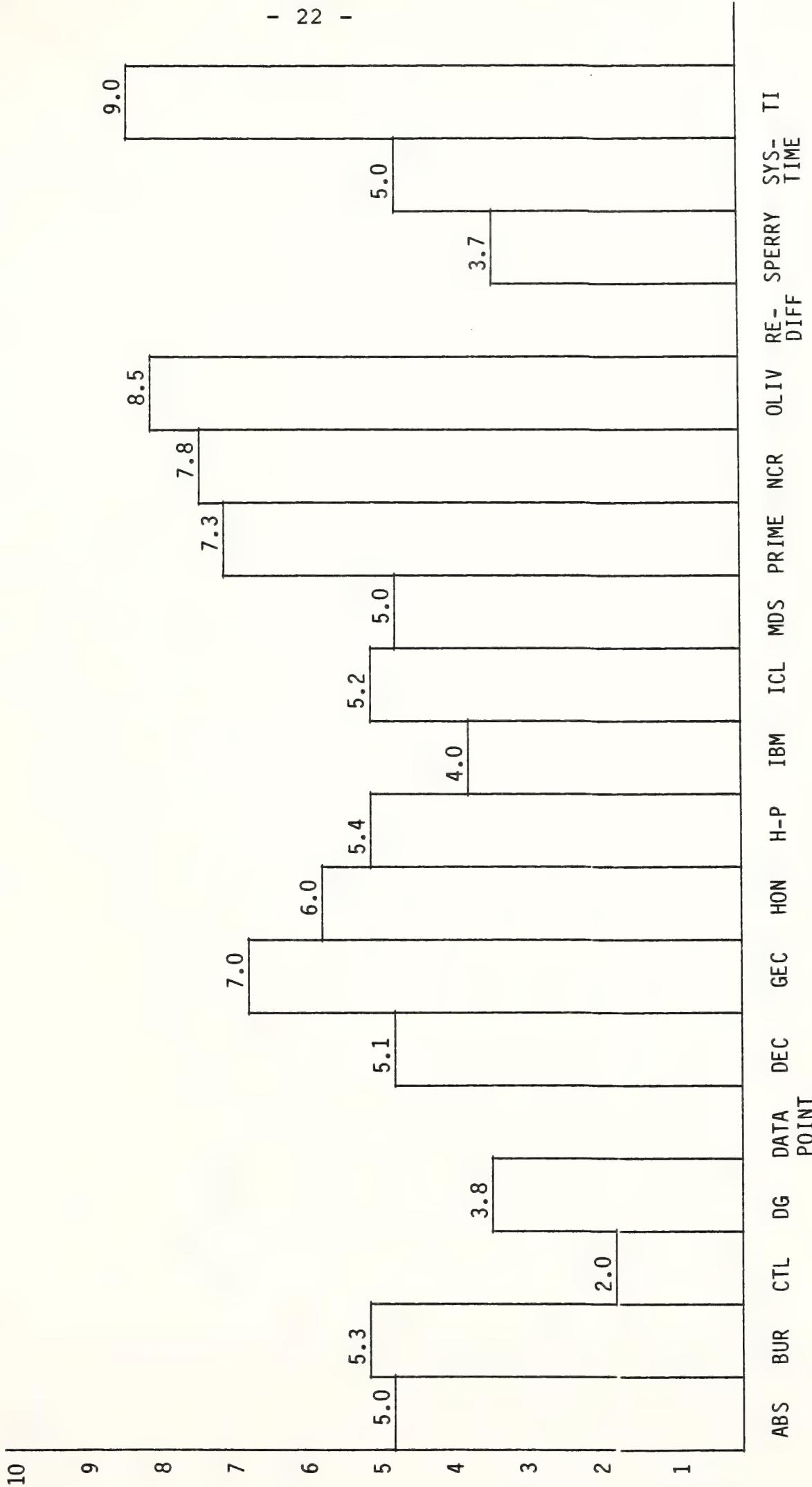


EXHIBIT 21

IMPORTANCE OF SERVICE ISSUES

Up-Time Guarantee

1 = Unimportant 5 = Neutral 10 = Very Important

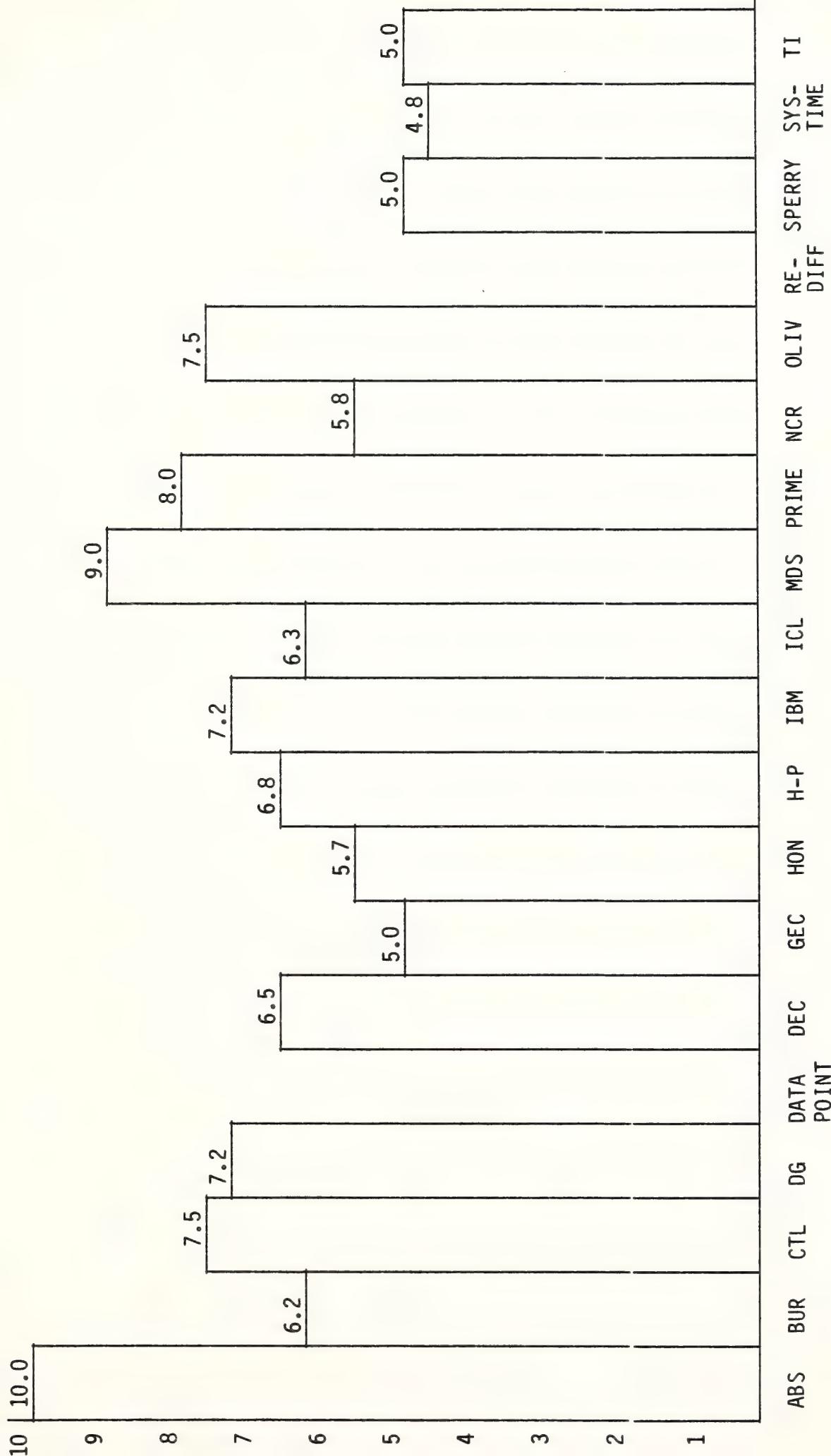


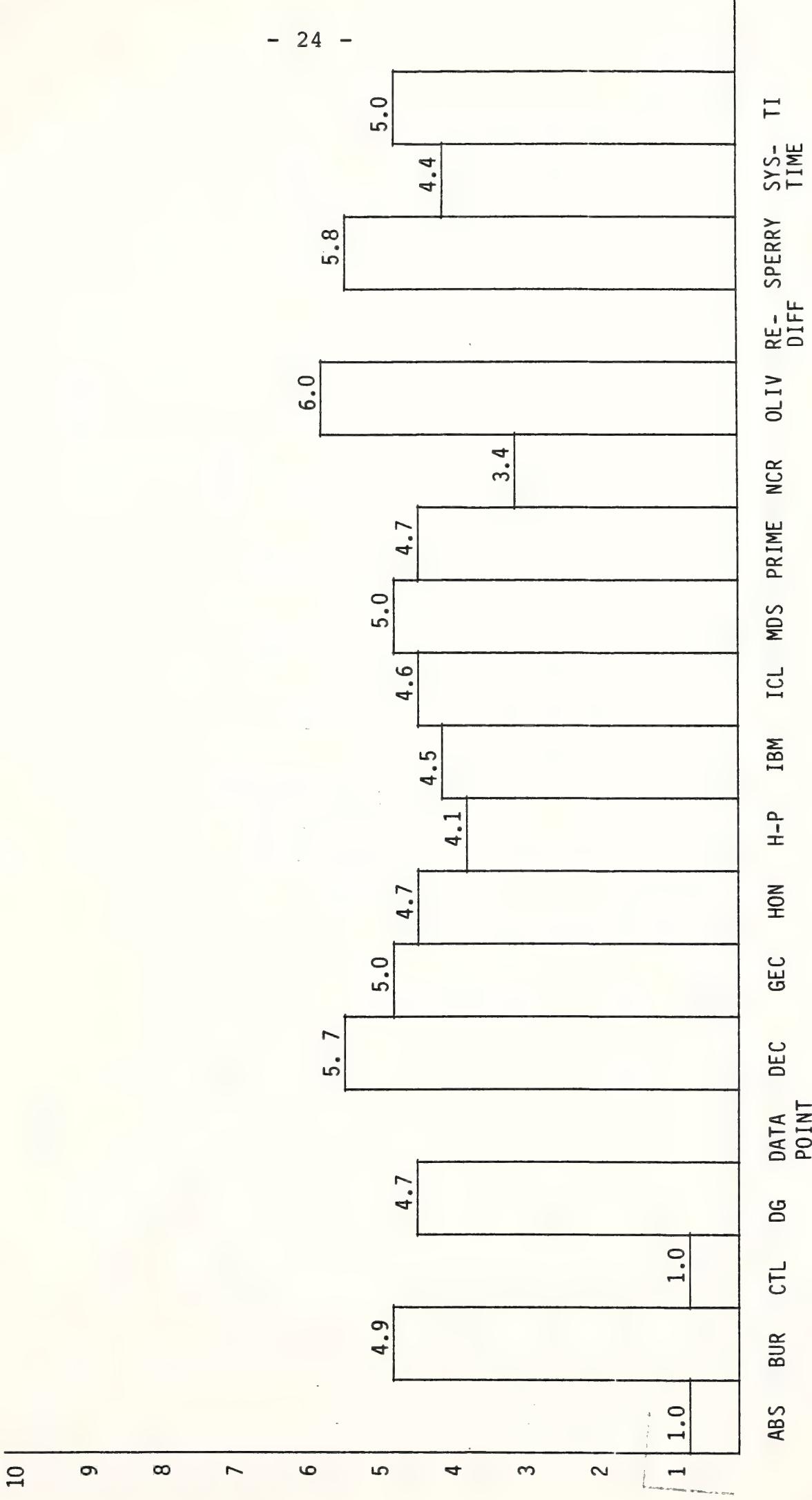
EXHIBIT 22

IMPORTANCE OF SERVICE ISSUES

Having a Choice for Service

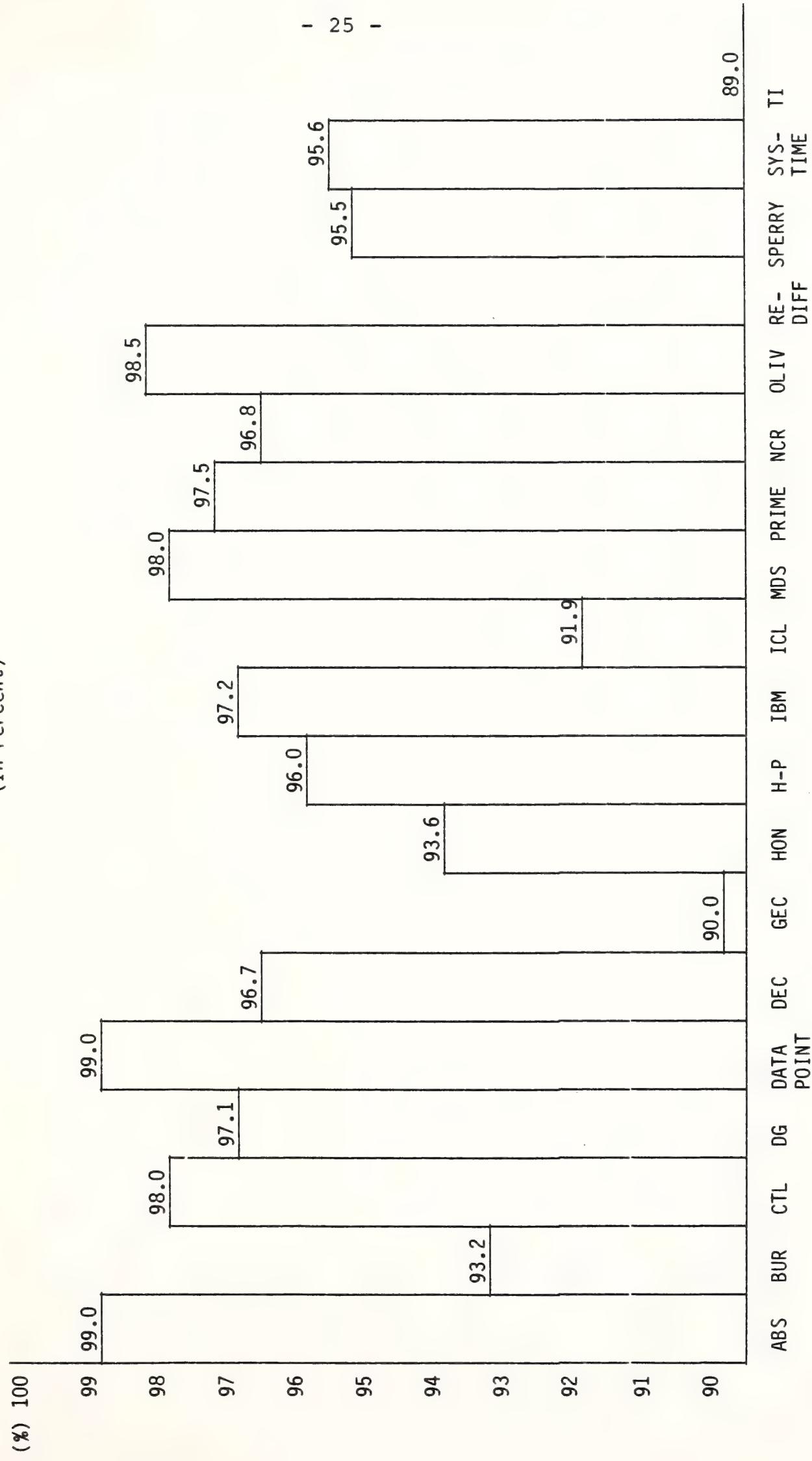
1 = Unimportant 5 = Neutral 10 = Very Important

- 24 -



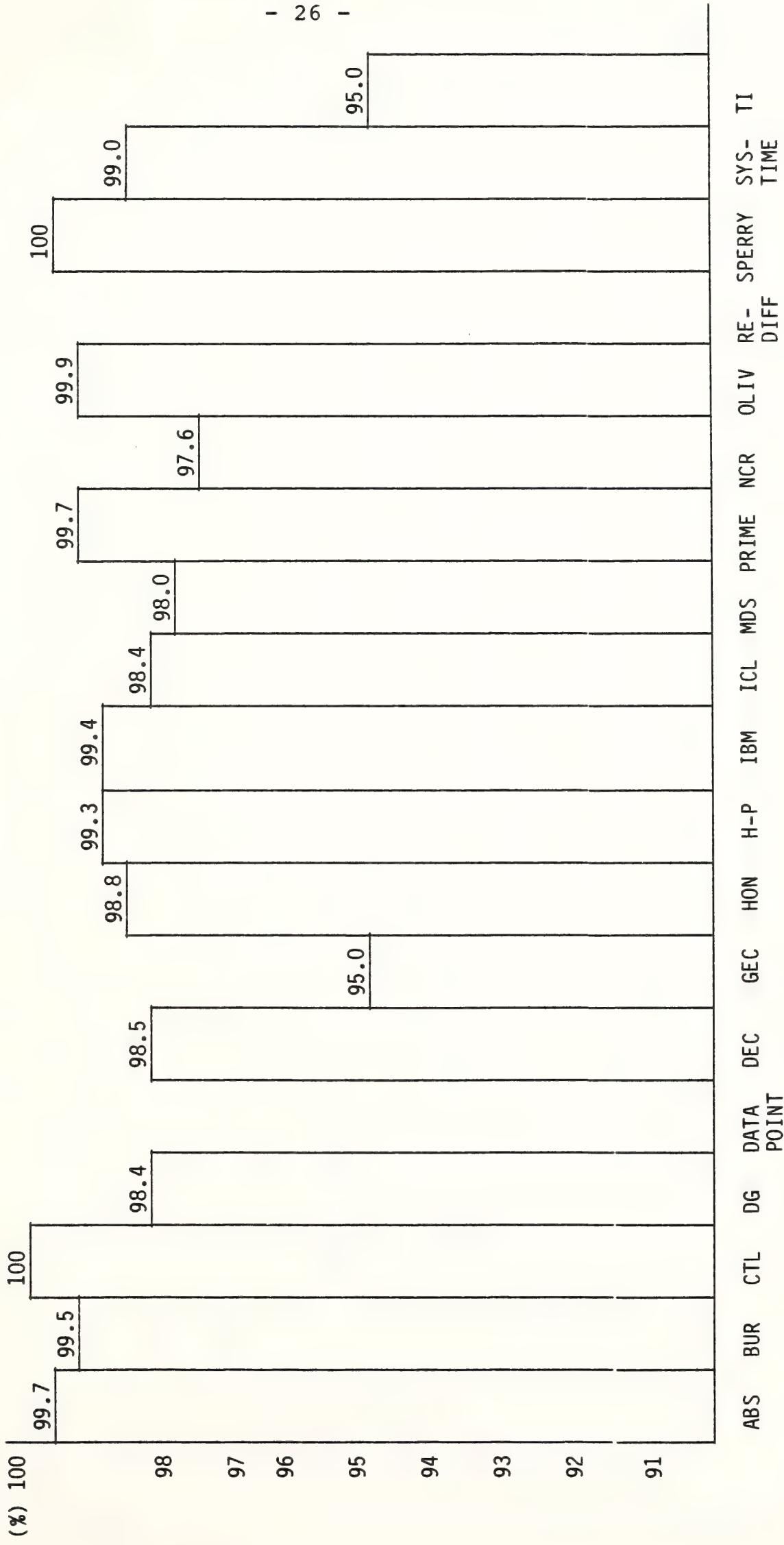
YOUR SYSTEM AVAILABILITY

What Are You Currently Getting
(In Percent)



YOUR SYSTEM AVAILABILITY

What Ideally Would You Like
(In Percent)



YOUR SYSTEM AVAILABILITY

What Is The Minimum You Would Accept
(In Percent)

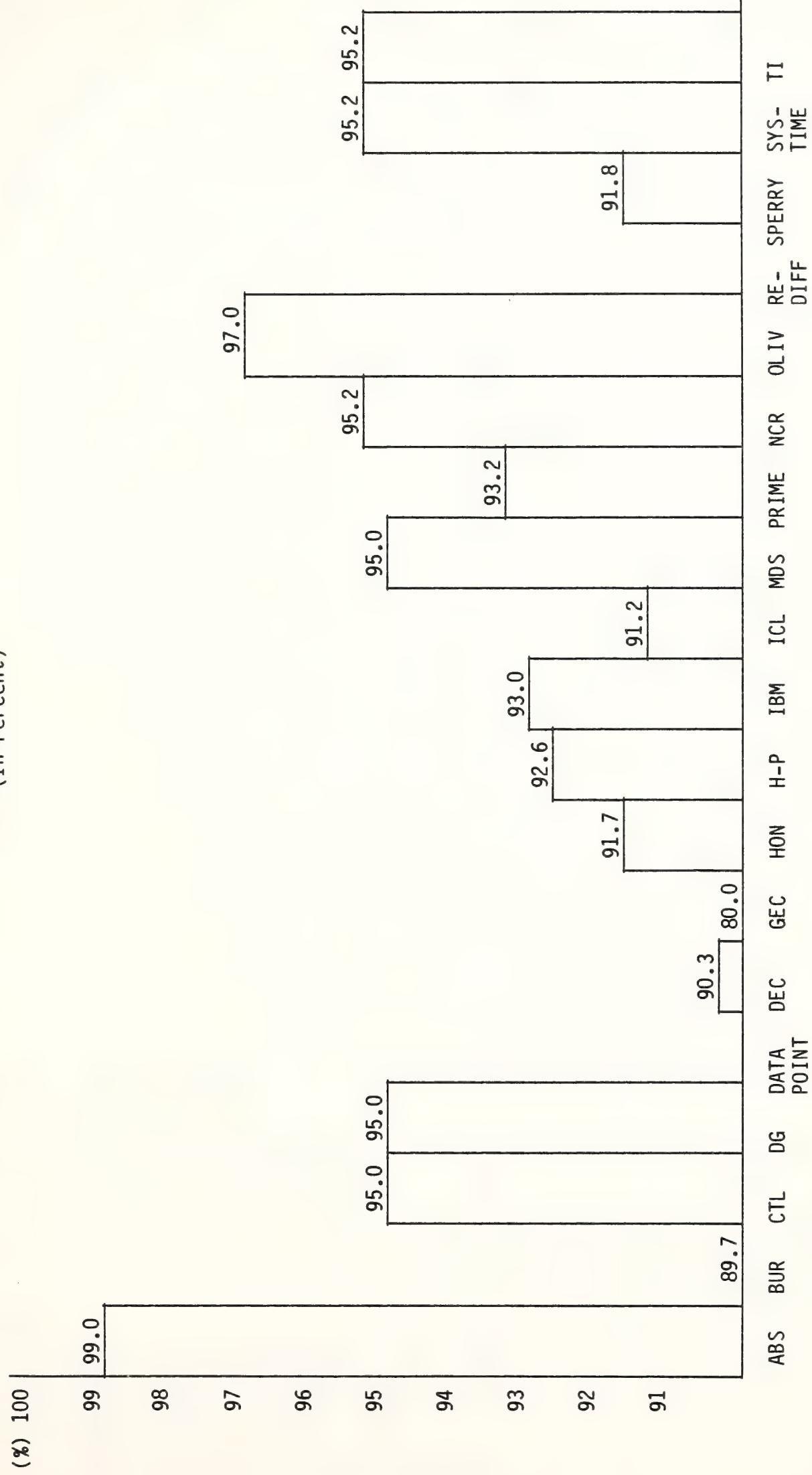


EXHIBIT 26

YOUR RESPONSE TIME

What Are You Currently Getting

(In Hours From 1st Call)

19.3

14.4

Hours

12 11 10 9 8 7 6 5 4 3 2 1 0

ABS BUR CTL DG DATA DEC GEC HON H-P IBM ICL MDS PRIME NCR OLIV RE- SPERRY SYS- TI DIFF

YOUR RESPONSE TIME

What Ideally Would You Like

(In Hours From 1st Call)

24.0

15.7

12

11

10

9

8

7

6

5

4

3

2

1

0



YOUR RESPONSE TIME

What Is The Longest You Can Wait

(In Hours From 1st Call)

- 30 -

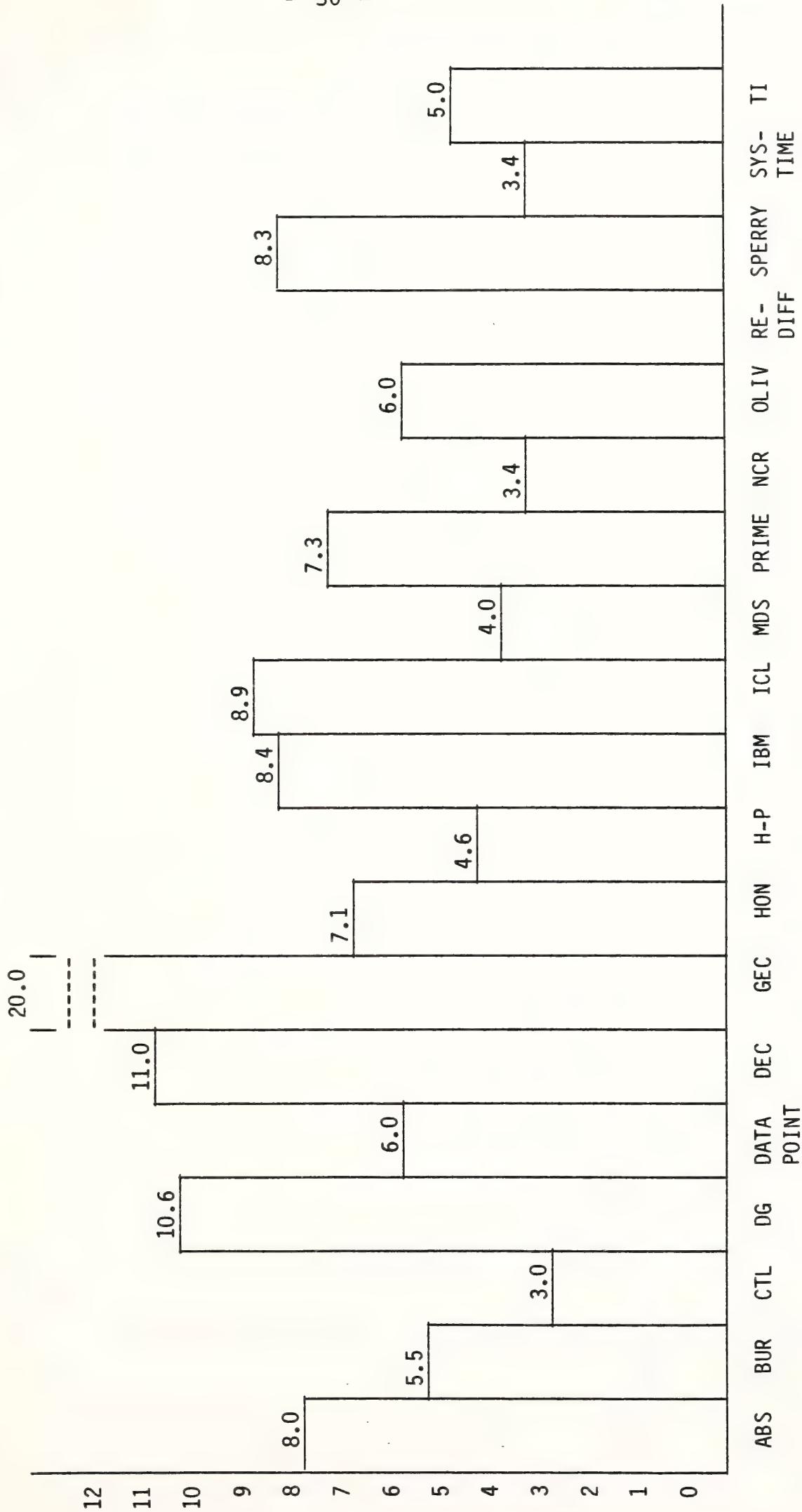
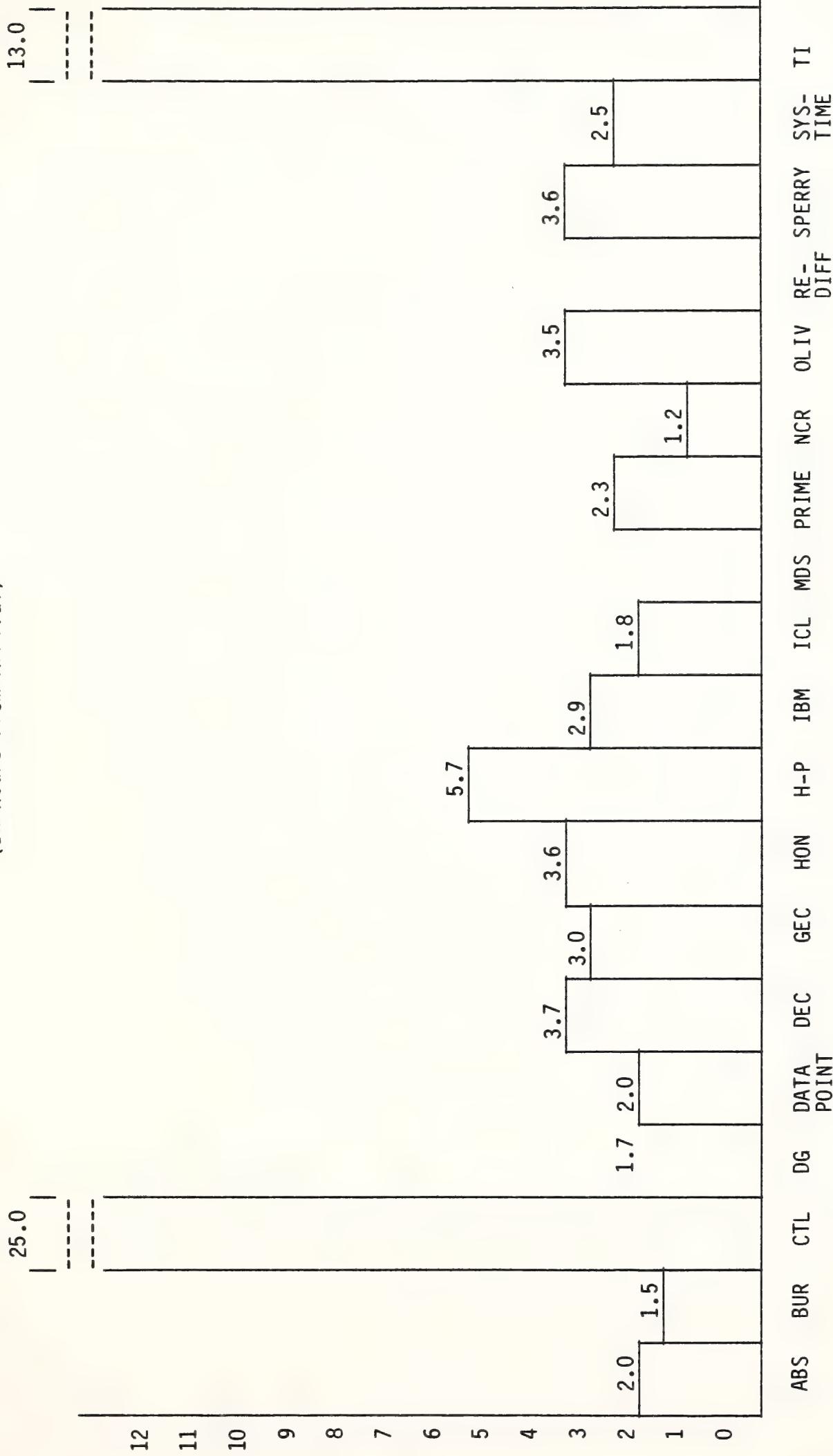


EXHIBIT 29

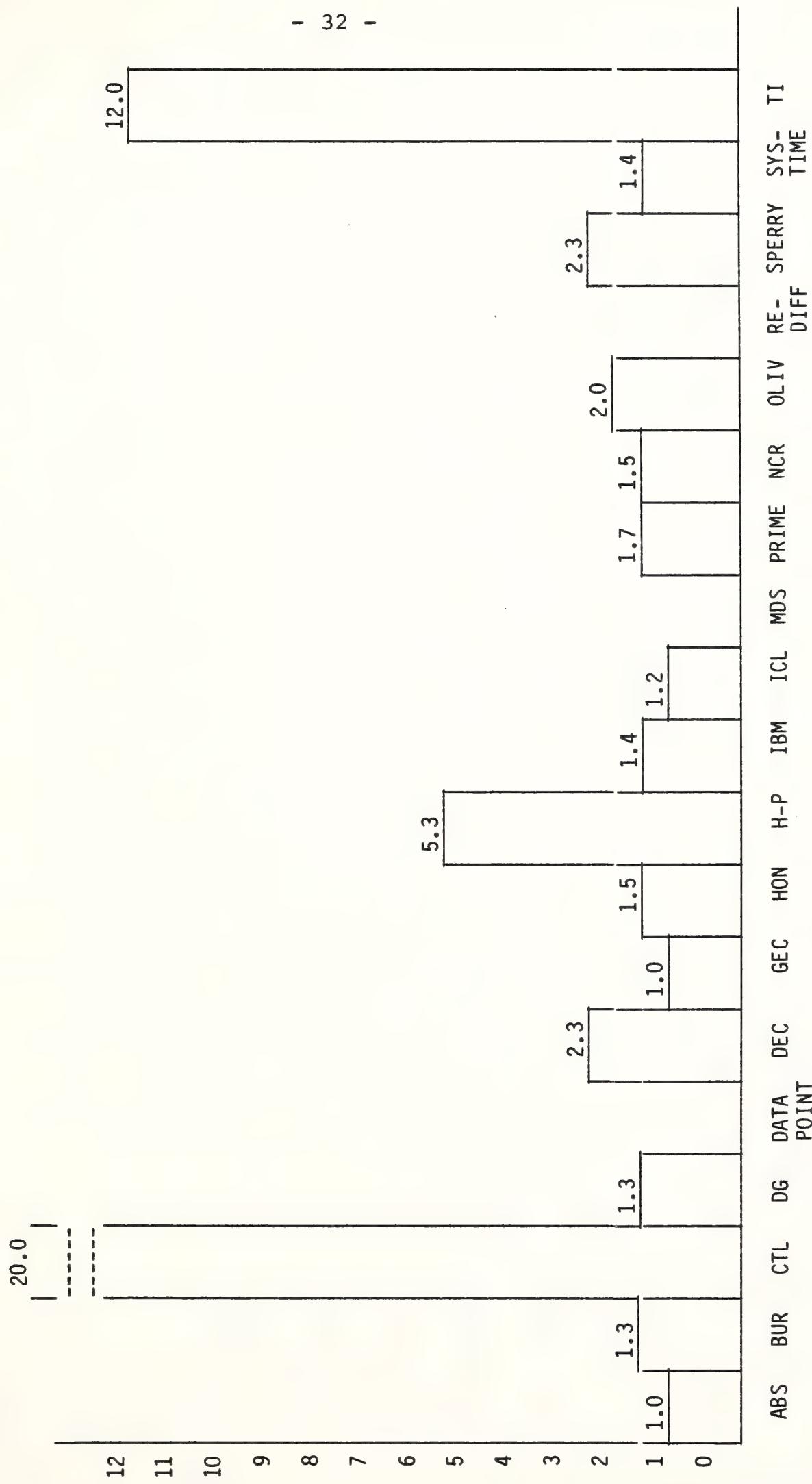
YOUR REPAIR TIME

What Is The Current Repair time
(In Hours From Arrival)



YOUR REPAIR TIME

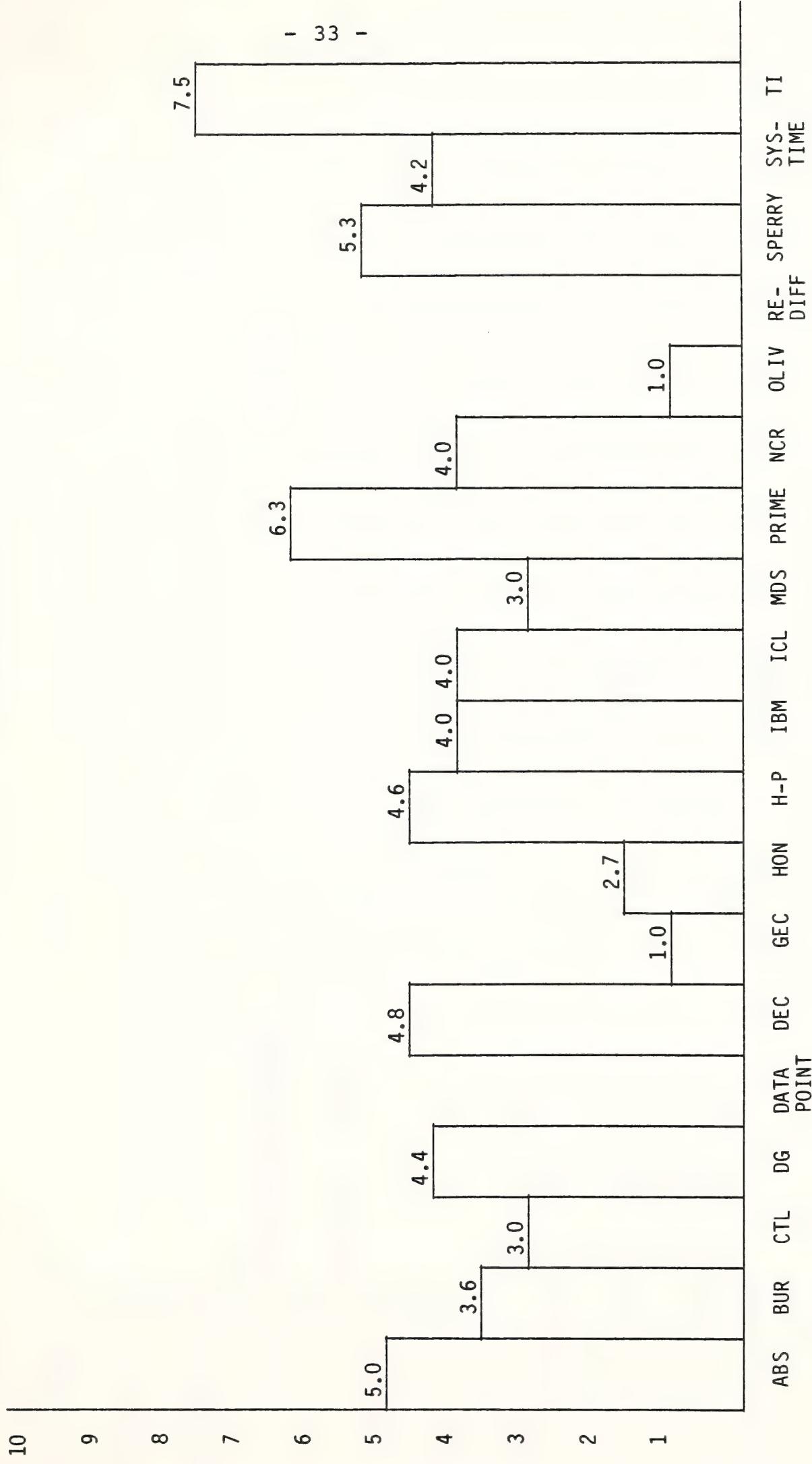
Ideally What Should It Be
(In Hours From Arrival)



YOUR DESIRE FOR DIFFERENT CONTRACTS

Long Term Contract

(1 = Undesirable 10 = Very Desirable)



DEC USERS:

DESIRE FOR DIFFERENT CONTRACTSWILLINGNESS TO AID SERVICER
IF THEY RECEIVED DISCOUNT

1=Undesirable, 10=Very Desirable		1=Unwilling, 10=Willing	
Automatic Renewal	6.1
Annual Invoicing	6.7
More flexibility	5.2
Bundled Vs Unbundled	4.0
<u>WILLINGNESS TO PAY FOR EXTRA/IMPROVED SERVICE</u>		<u>PRICING</u>	
1=None, 2=Up to 1% basic charge			
3=Up to 5%, 4=10%, 5=15%			
Guaranteed Up-time	1.9
Guaranteed response time	1.7
Guaranteed turnaround on software time	1.5
Software consulting from servicer	1.5
Software enhancements from servicer	1.8
Personalised servicer	1.2
Software support rates too:	7.7
High=10, Low=1			
Current Contract prices too:	7.1
High=10, Low=1			
Current Hourly rates too:	7.5
High=10, Low=1			
Extra shift rates too:	7.1
High=10, Low=1			
Software support rates too:	7.7
High=10, Low=1			

List of Respondents

DEC

DEC	(SM)	(SM)	(SM)	(SM)
• John Thompon Ltd	(SM)	• Kay & Co (Engineers) Ltd	(SM)	(SM)
• Brighton Polytechnic	(LE)	• E.D. & F. MAN Ltd	(LS)	(LS)
• Birkbeck College	(LE)	• Uddeholm Ltd	(SS)	(SS)
• Taylor Nelson Group	(SS)	• Frank Fahey Commerical	(SS)	(SS)
• Reconair Ltd	(SS)	• Southampton College of H.E.	(SE)	(SE)
• Bedford College	(SE)	• Steinberg & Sons	(SM)	(SM)
• The Polytechnic of Wales	(LE)	• Wood, Ormerod & Co. Ltd	(SS)	(SS)
• University College Galway	(LE)	• Manneson (Int) Ltd	(ST)	(ST)
• John Williams of Cardiff	(LM)	• Landis & Gyr Ltd	(LM)	(LM)
• New University of User	(LE)	• Ilford Plant Hire & Sales Ltd	(SS)	(SS)
• Johoninnes Institute	(SE)	• Bristol University	(LE)	(LE)
• Whitbread and Co.	(SS)	• Ballymena Technical College	(SE)	(SE)
• Birkin & Company	(SM)	• Watford College	(SE)	(SE)
• Combs, College of Art and Tech.	(SE)	• Hartfield Polytechnic	(LE)	(LE)

(L)=Over 500 Employers (M)=Manufacturing
 (S)=Under 500 Employees (S)=Services (Retail etc)
 (E)=Health/Education
 (T)=Transportation

Most Positive Aspect of Service As Expressed By DEC Users

- "Good Engineers".
- "Responsiveness and not letting a problem slip".
- "Friendly, intelligent engineers".
- "Attitude/expertise of engineer".
- "From DEC, a professional efficient approach. From CFM, only cost".
- "Response time, cheerful engineers, good engineers".
- "Some excellent engineers, good back-up support".
- "Even the top executive responds positively to rectify major deficiency".
- "Competent engineers".
- "DEC service meets our needs".
- "Helpful engineers who take time off to explain what they are doing".
- "Quickness and speed of fault finding and time to bring machines into operation again".
- "Generally the problems are resolved relatively quickly".
- "Speed and reliability".
- "Helpfulness of most of the engineers".
- "Insurance and reliability".
- "A very dedicated service engineer".
- "Service provided by the manufacturer instead of by agents".
- "Ready response, cheerful, skillful engineers".
- "Response time and quality of engineers".

Worst Features of Service As Expressed By DEC Users

- "The range of different approaches by vendor and OEM's to systems software support".
- "The cost".
- "Contract offers, no control over when engineer will take system".
- "Poor response from terminals and W.P. Recurring faults occasionally on Minis".
- "Patchy response, lengthy delays sometimes".
- "Service management, reliability of spare parts".
- "Response time and repair time of hardware (CFM)".
- "Software - because we don't have a service contract - they don't want to know about us".
- "Repeat breakdown on peripherals".
- "Response time - a few low quality engineers".
- "Negligence after the first year of installation of a computer system".
- "Unable to diagnose fault on first call out".
- "Fault, not being rectified at first attempt".
- "Changing in personnel makes it difficult to build an understanding with engineers which is essential".
- "None with main processor - but with regard to Tandy there are no good features".
- "Only the unknown factor of when an engineer will arrive for a breakdown".
- "Delay while waiting for spares to be sent after visit of engineers".
- "Poor quality service on personal computers".
- "Not always receiving the same engineer".

Recommended Changes In Service As Expressed By DEC Users

- "Response times and recurring faults".
- "Better management and better testing of replacement parts".
- "Reduce costs and maintain non-vendor peripherals".
- "Treat each area as important and retain trained labour in that category".
- "Improve response time. Do not promote engineers away from the field".
- "Must be consistent towards a customer throughout the life of equipment".
- "Ensure where possible some engineer calls to site".
- "Stock spare parts on site".
- "Stable personnel flow, frequent changes in engineering personnel causes some problems".
- "Employ more qualified staff".
- "With DEC and DATATYPE no real problems but D/T could get here a little faster".
- "Not able to carry out small repairs on site e.g. power pack replaced for failure of 1 capacitor".
- "Respond to the user's needs - offer advice from experience for similar installations".
- "More effective collection of data on common failures on other systems and using this to do real preventive maintenance".
- "More engineers".
- "Check on the service facilities offered by local agents in the case of personal computers".
- "Add application software to their product list".

Annoyances About Service As Expressed By DEC Users

- "Having the system down".
- "It takes time if it is at the wrong time of day".
- "Recurring faults".
- "As top left plus the cost of it all!"
- "Bad management and spare parts that don't work!"
- "Incompetent engineers turning up well outside the agreed response time".
- "Off handed approach, no interest and slow response time".
- "Response time".
- "Engineers who do not know their job".
- "The fact there is a need for it".
- "Frequent changes of engineering personnel".
- "A visit by engineer but no vacuum cleaner carried - in house has to provide the item".
- "Lack of understanding by DEC of software maintenance. Engineers who do not communicate with the client whilst repairing any faults".
- "Cost".
- "Having it done".
- "Can not call them for a PM at very short notice".
- "Lack of choice locally for maintenance of personal computers".
- "That its needed".

EXHIBIT 38

Attitude About Remote Diagnostics As Expressed By DEC Users

- "Good idea - but overkill in our environment".
- "Excellent although not available on my equipment".
- "Welcoming".
- "Would be nice. No experience of it though".
- "Not required".
- "Fairly neutral. I would rather have the engineer on site fixing the problem".
- "Willing to participate - positive action".
- "Very good".
- "Very useful facility".
- "Appears satisfactory".
- "Excellent for cutting down time to fix".
- "Useful for us and for local engineers; saves time and allows back-up communications between site engineers and regional/national support".
- "Good if not used to baffle users or put off responsibility to explain faults".
- "Yes, very good - but who pays the link costs?"
- "Not practical as own own S/W needs to be shut down first".
- "Excellent for hardware (we are 60 miles from Belfast) not proving much use for software".
- "Fine if costs are reduced and faults can be detected in advance".
- "Not available on current systems but could help prevent failures".
- "Cool".
- "Desireable".

Consideration of Using Third Party Maintenance As Expressed By DEC Users

- "Yes - decided not to use on basis of ability to deliver in disaster situation".
- "Yes - but I am not confident that the high level of service, especially spares, can be maintained".
- "Yes - only in general. HEMA provides a good deal".
- "We do (CFM)".
- "CFM are third party maintenance".
- "We do, but only because of cost and non-standard peripherals".
- "No - because of machine knowledge and spare parts availability".
- "No - better service from DEC".
- "No - Do not wish to start a hybrid maintenance arrangement".
- "Prefer to stay with manufacturer. No comeback".
- "Not for major systems - cannot believe they will be as competent as suppliers".
- "No - satisfied with DEC service".
- "No - we have the Digital plant in close proximity with DEC 10's onsite; the response to hardware problems is instantaneous".
- "Yes - cost".
- "Yes - we use Hamilton primarily their costs are more competitive for similar service".
- "Unknown reliability".
- "Yes - to try to reduce cost without loss of service".
- "Yes - worry about parts".
- "Yes - not many would undertake it because of the constraints imposed by us".

